

PURIFYING SYSTEM – SUBLIME SERUM – FACE CREAM – EYE CREAM

Youth Reserve



M I L A N O

MADE IN ITALY



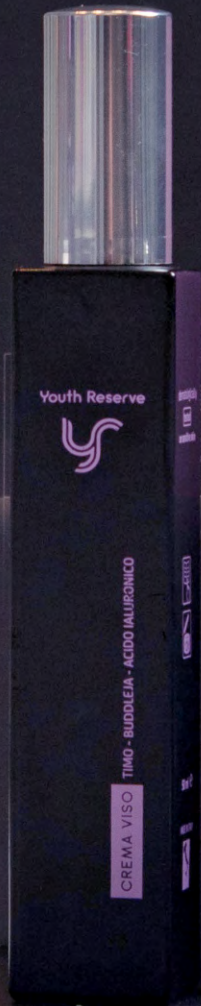
Youth Reserve



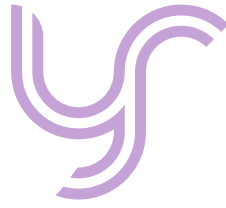
MILANO

youthreserve.it

MADE IN ITALY



Youth Reserve



YR line

- Line Philosophy and Effectiveness
- Purifying System
- Sublime Serum
- Face Cream
- Multi Active Eye Cream
- Packaging Features
- Consumer Health and Safety

YR PURPOSE

We believe in Beauty.

We believe it should be defended and protected.

We believe in Research.

Science and technology can improve the quality of life.

We believe in Nature.

Its precious gifts inspire our creativity.

**Youth Reserve aspires to protect Beauty,
to promote Research, to appreciate Nature.**





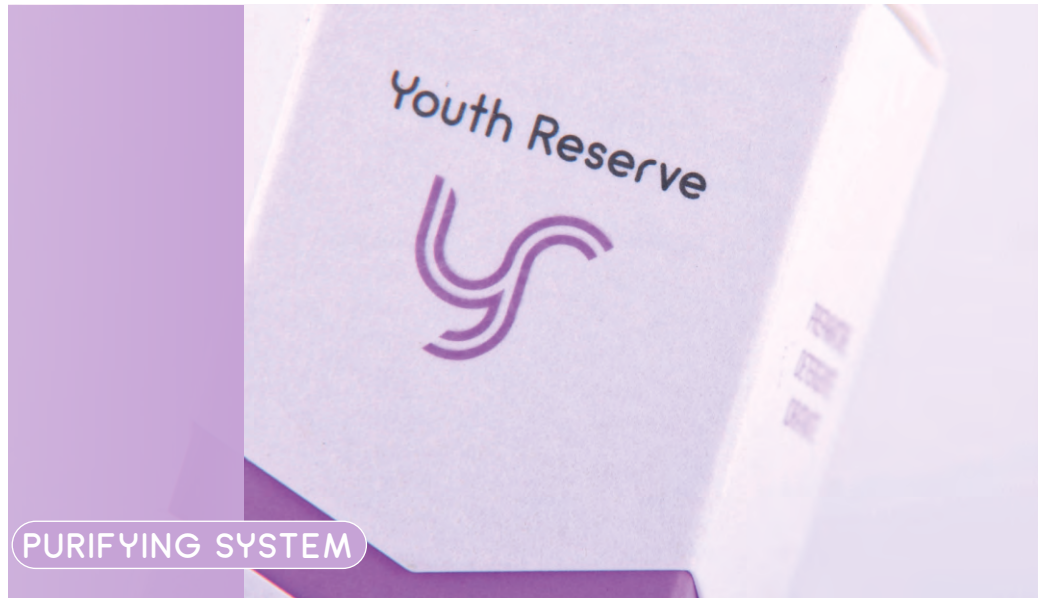
Beauty must be defended.
Always.



youthreserve.it

YR LINE

A line of **specific products** with a strategy aimed at counteracting skin stress and regulating the ageing process of the skin, giving it a sense of comfort and well-being.



PURIFYING SYSTEM

Step- 01 | Purifying
the skin from noxious environmental elements



FACE CREAM

Step- 03 | Improving
hydration and skin elasticity



Youth Reserve products are extremely enjoyable on the skin.

While creating the architecture of the formula, importance was given to the texture, the odorous impact, the smoothness and absorption of the products.

Skin-feel gives a pleasant velvet effect.



Step- 02 | Regulating
the chronological ageing process of the skin

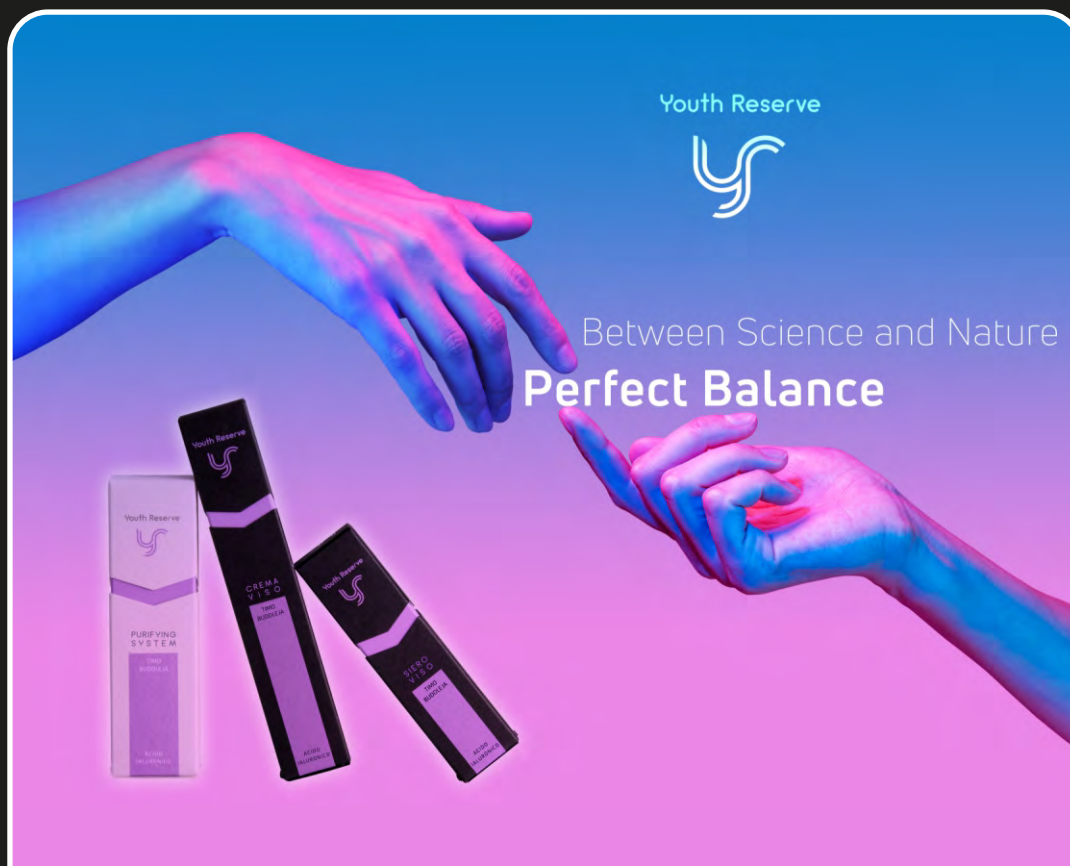


Step- 04 | Preventing
the formation of eye bags and expression lines

PHILOSOPHY AND EFFECTIVENESS

At the age of 25-30, the first facial expression lines generally begin to appear on the forehead, around the eyes and mouth. Therefore it becomes necessary to hydrate the skin and prevent premature skin ageing.

The products of Youth Reserve Line act to delay the effects of skin ageing caused by the external environment, especially when used in a daily Beauty Routine.



Youth Reserve products come from the research of a perfect balance between science and nature.

They express the result of extensive studies on the use of the **most advanced technological ingredients** and the **most effective official plant extracts** cultivated in a pure and uncontaminated habitat such as the Italian Dolomites.

MADE IN ITALY



Research & Development Since 1982

- **YEARS OF EXPERIENCE**
Scouting cosmetic and pharmaceutical raw materials.

A Deep Knowledge of Active Ingredients

- **UNIQUE AND SOPHISTICATED FORMULAS**
The result of accurate studies on the use of the most effective natural and technological ingredients.

Hi-Tech Research Laboratories

- **A POWERFUL ELIXIR OF YOUTH**
Aimed at counteracting the ageing process of the skin and enhancing its natural beauty.

The Italian Dolomites

- **NATURAL INGREDIENTS**
A high concentration of active principles extracted from indigenous plants grown in a pure, uncontaminated habitat.

Youth Reserve

NOT A MIRACLE

The perfect balance between science and nature.

A NEW SECRET OF BEAUTY

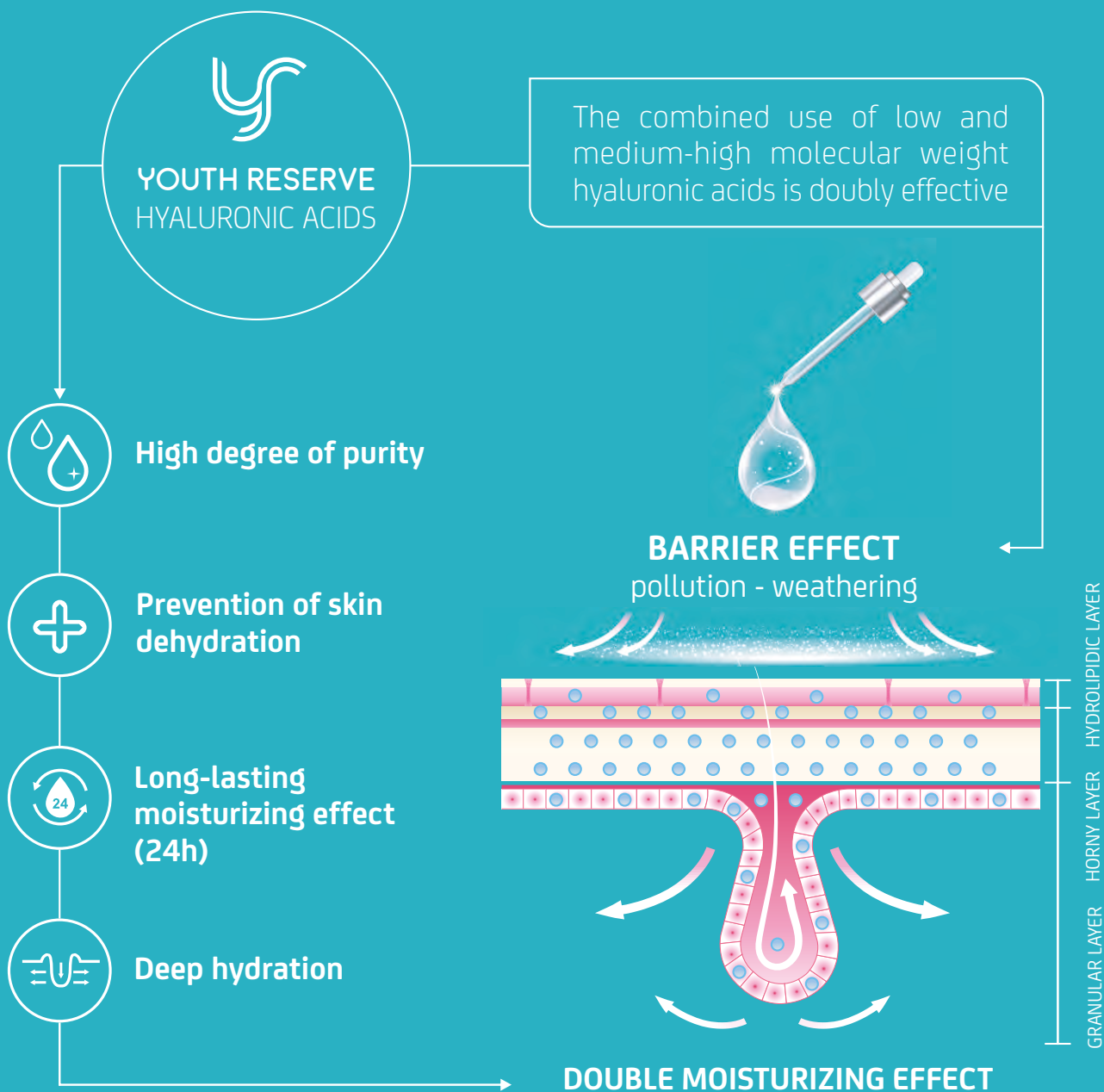
Conceived to satisfy the conscious customer's new expectations.

Three types of hyaluronic acid with different molecular weight



A **low molecular weight hyaluronic acid** of the latest generation is present in **YR Purifying System** and in **YR Face Cream**. This important active ingredient can penetrate the stratum corneum and maintain hydration for a long time.

Low, medium and high molecular weight hyaluronic acids are present in **YR Sublime Serum**. They have the function of regulating hydration by acting at different levels of the epidermis and creating a protective film-forming action against oxidative stress.



Low molecular weight Hyaluronic Acid (*Hydrolyzed Hyaluronic Acid*) produced by biofermentation with high affinity to skin tissues and an excellent transdermal absorption that generates a long-lasting moisturizing effect.

Medium-high molecular weight Hyaluronic Acid (*Sodium Hyaluronate*) obtained from biotechnological fermentation, with a high degree of purity and efficiency. It has an extraordinary power to bind deeply with water, moisturizing and protecting the skin.

Alpha-Arbutin (*Alpha-Arbutin*). An effective and safe whitening agent. It grants skin radiance and helps to reduce the free radicals generated by UV rays.

Gluconolactone (*Gluconolactone*). It is a polyhydroxy acid that stimulates the cell turnover. It helps to restore the skin barrier. It hinders and prevents oxidation damages, improving the natural skin tone.

Panthenol (*Panthenol*). It is also known as provitamin B5, with moisturizing, elasticizing, repairing and soothing effects.

Stabilized Vitamin C (*Sodium Ascorbyl Phosphate*). A special chemical formula stabilizes vitamin C in order to preserve its characteristics. It increases collagen production, reduces the negative effects of aggressive environmental elements, it makes the skin more elastic and toned.

Vitamin E (*Tocopheryl Acetate*). It is an excellent antioxidant. It prevents and counteracts the ageing process. It helps to restore the natural skin lipid film and improves the skin hydration and its elasticity.

Allantoin (*Allantoin*). It activates cell renewal stimulating the skin repairing process. It smooths and gives uniformity to the complexion. In combination with hyaluronic acid, it increases and maintains skin hydration.

Bisabolol (*Alpha Bisabolol*). It has soothing, repairing and softening effects. It works effectively on skin damaged by adverse environmental elements.

PHYTO-DERIVED ACTIVE INGREDIENTS

The Italian Dolomites,
an enchanted place in the world



PHYTO-DERIVED INGREDIENTS FOR SKIN PROTECTION.

Heather extract has a purifying and *remineralizing action*.

The synergistic combination of **thyme** and **buddleja** acts against *oxidative stress*.

Edelweiss extract has an *anti-radical* and *anti-ageing* function.

Thyme and Butterfly Bush Extract (*Thymus Vulgaris* and *Buddleja Davidii*)

A phyto-protective mixture, able to protect the skin and counteract the damages caused by environmental elements such as particulates, UV rays, smog, wind, smoke. These aggressive factors can trigger a series of chemical-physical reactions causing the formation of free radicals, responsible for accelerating the photo-ageing processes.

Thyme is an aromatic medicinal plant with small white or pale pink flowers. It contains thymol, flavonoids, tannins with antioxidant and protective properties. Butterfly bush attracts butterflies thanks to the nectar produced by its beautiful pink or lilac flowers. It contains glycosides, lignans and flavonoids giving a protection against pollution and environmental damages.

Edelweiss Extract (*Leontopodium Alpinum*)

Edelweiss is a high-altitude small perennial flower, the symbol of the Dolomites. It is known for its rarity and beauty. It owns exceptional antioxidant and anti-radical properties. It provides an anti-aging protection on DNA thanks to the leontopodic acid.

Heather Extract (*Calluna Vulgaris*)

It is a small perennial shrub with many small lilac or pink flowers. Its extract has purifying and antioxidant properties thanks to its mineral content (sodium, calcium, potassium), glucosides and flavonoids. It also contains astringent and soothing tannins.



Thyme



Butterfly Bush



Edelweiss



Heather

The most advanced cosmetic technology and the study of rare and precious natural elements create unique and sophisticated formulas able to slow down the skin ageing process.

Scent is important.

The philosophy of the line is aimed at the safety, effectiveness and delicacy of all products, even concerning their fragrance.

The products are lightly scented with a composition which has been carefully chosen by our formulators and which is particularly appreciated by consumers, including men.



 <p> Fragrance flowery, powdery</p>	TOP NOTES	Chamomile Ylang Ylang Almonds	  
HEART NOTES	Rose Geranium Cloves	  	
BASE NOTES	Jam of roses Honey Guaiac wood	  	



Scent is important.

Technological innovation
and unique texture.

YR Face Cream is an excellent base for make-up.

It has a light, non-greasy and rapidly absorbed formulation.

Youth Reserve products do not contain physical and chemical filters.

Extracts of edelweiss, thyme and buddleja with gluconolactone, vitamin E, vitamin C, are used to protect the skin from the formation of free radicals produced by exposure to UV rays.

*Taking care of ourselves is not representing just an aesthetic issue.
It maintains individual health and well-being.*

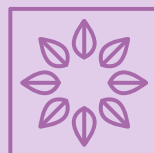
The skin is an organ of our body and taking care of it is an act of love towards ourselves.



NO SYNTHETIC
FRAGRANCE



ALCOHOL
FREE



NO SYNTHETIC
COLORS



NO MINERAL
OIL

PURIFYING SYSTEM

ophthalmologically
dermatologically

tested

on sensitive skin



100 ml

MOISTURIZING - PREPARING CLEANSER

Step- 01 | Purifying
the skin from noxious environmental elements



The first step of our daily Beauty Routine.

It is advisable to use Purifying System at least twice a day - morning and evening - especially when the skin is exposed to aggressive external agents such as urban pollution, smoke, and dust. Its micellar system works very well as a purifier.

YR Purifying System is much more than a simple make-up remover.

Its structure is not that of a detergent. It is a multifunctional micellar complex, rich in plant active ingredients and hyaluronic acid, which can perform two functions simultaneously:

- 1 it removes sebum, makeup and impurities;
- 2 it works as a "conveyor" of functional substances, preparing our skin to optimally receive the ones contained in Youth Reserve products.

Active Ingredients - Low molecular weight hyaluronic acid, phyto-protective mixture of butterfly bush and thyme.

Effectiveness - Its specific ingredients absorb and remove impurities, sebum, make-up and smog deposited on the skin during the day. This multifunctional preparation combines the delicate cleansing power of the micellar system with the moisturizing and protective activity of a particular hyaluronic acid of the latest generation, which can penetrate the stratum corneum and maintain its hydration for a long time. Bisabolol ensures a soothing and anti-redness action, buddleja and thyme are effective in fighting pollution and free radicals.



night - morning

How to use - Moisten a cotton pad, wipe it gently on your face and neck until complete cleansing. Repeat if necessary. Do not rinse. Let dry completely before continuing with the application of the other YR Products. This way the skin is cleansed and perfectly ready to receive their active substances.

PURIFYING SYSTEM

SUBLIME SERUM

FACE CREAM

EYE CREAM

SUBLIME SERUM

dermatologically

tested

on sensitive skin



30 ml

ANTIAGEING - MOISTURIZING - NOURISHING

Step- 02 | Regulating
the chronological ageing process of the skin



The second step of our daily Beauty Routine.

YR Face Serum is essential for proper face and neck care, as it keeps the skin hydrated for at least 24 hours. It strengthens the hydrolipidic film and protects against oxidative stress.

Technological innovation and unique texture.

The technological active ingredients of the latest generation, together with the extracts from natural ingredients, perform several functions simultaneously: moisturizing, protective, lightening, anti-ageing.

Active Ingredients - Low, medium and high molecular weight hyaluronic acid, alpha arbutin, heather extract (*Calluna Vulgaris*), gluconolactone, panthenol, vitamin C, phyto-protective mixture of thyme and butterfly bush.

Effectiveness - This ultra-light gel helps in strengthening our skin barrier against external aggressions. It counteracts dehydration and improves skin elasticity. It protects against oxidative stress and ensures intense hydration for 24 hours, restoring our skin water balance. It helps in preventing flaking and the formation of fine lines.



night

How to use - Spread a small amount on face and neck, tapping gently to facilitate penetration. Applied after YR Purifying System, YR Sublime Serum perfects a protective, anti-aging and moisturizing action. Its use in the evening allows our skin to regenerate during the night.

PURIFYING SYSTEM

SUBLIME SERUM

FACE CREAM

EYE CREAM

FACE CREAM

dermatologically

tested

on sensitive skin



50 ml

ANTIAGEING - MOISTURIZING - NOURISHING

Step- 03 | Improving
hydration and skin elasticity



The third step of our daily Beauty Routine.

In this cream with a light and very pleasant texture, we find the most important answers to the needs of our skin:

Long-term hydration.

Thanks to low molecular weight hyaluronic acid and panthenol.

Protection against external agents, pollution, and UV rays.

Thanks to the precious extracts of thyme and buddleja.

Anti-ageing action.

Thanks to a synergistic combination of vitamin E, vitamin C, edelweiss extract.

Active Ingredients - Low molecular weight hyaluronic acid, allantoin, alpha arbutin, edelweiss extract, phyto-protective mixture of thyme and butterfly bush, panthenol, vitamin C, vitamin E.

Effectiveness - YR Face Cream is a soft, multifunctional cream with hydrating, soothing and elasticising properties, which has been specifically designed to counteract the effects of time, reduce the signs of daily stress, strengthen the barrier effect of the epidermis, and provide hydration long-term..



morning

How to use - Apply a small amount to your face and neck, gently tapping; tap with your fingers, if necessary, until the product is completely absorbed. It is recommended to use it especially in the morning, after cleansing your face and neck with YR Purifying System. It works as an excellent base for make-up.

PURIFYING SYSTEM

SUBLIME SERUM

FACE CREAM

EYE CREAM

MUTI ACTIVE EYE CREAM

ophtalmologically
dermatologically

tested

on sensitive skin

AIRLESS
cosmetic packaging



ANTIAGEING - MOISTURIZING - REPLENISHING

Step- 04 | Preventing
the formation of eye bags and expression lines



The fourth step of our daily Beauty Routine.

The eye area is daily subjected to many stresses: facial expressions, sudden changes in temperature, atmospheric agents, smog, make-up. Therefore, it is essential to take care of our eye contour in time, to prevent dehydration and the formation of small wrinkles and expression lines.

A complete product for the eye area.

YR Multi Active Eye Cream hydrates, protects, prevents the loss of tone and the formation of small wrinkles, reduces dark marks and bags under the eyes.

Thanks to a formula rich in functional substances, this product improves lymphatic circulation, increasing skin tone and firmness. The low molecular hyaluronic acid deeply penetrates deeply into the stratum corneum of the skin, performing an anti-wrinkle action.

Active Ingredients - Low molecular weight hyaluronic acid (*Hydrolized Hyaluronic Acid*). Alfa-arbutin (*Alpha Arbutin*). Caffeine (*Caffeine*). Escin (*Escin*). Pantenol (*Panthenol*). Vitamine E Acetate (*Tocopheryl Acetate*). Arnica Montana Flower Extract (*Arnica montana*).

Effectiveness - YR Multiactive Eye Cream simultaneously performs several functions. It **hydrates** thanks to the presence of low molecular weight hyaluronic acid which penetrates the stratum corneum and keeps it hydrated for a long time. It **protects** thanks to Vitamin E which also acts as an antioxidant. It **reduces dark circles** by increasing the tone and firmness of the skin, thanks to the presence of Palmitoyl Tripeptide and caffeine. It **counteracts the formation of bags** by increasing capillary resistance and induces the absorption of edema by virtue of the presence of Di-Peptide-2 and Palmitoyl Tetra peptide-7 in association with escin and arnica extract.



night - morning

How to use - Dispense a small amount of product onto your fingertips and spread it over the eye area, avoiding letting the cream penetrate your eyes; massage very gently and tap if necessary to facilitate absorption. You'll feel a pleasant sensation of freshness.

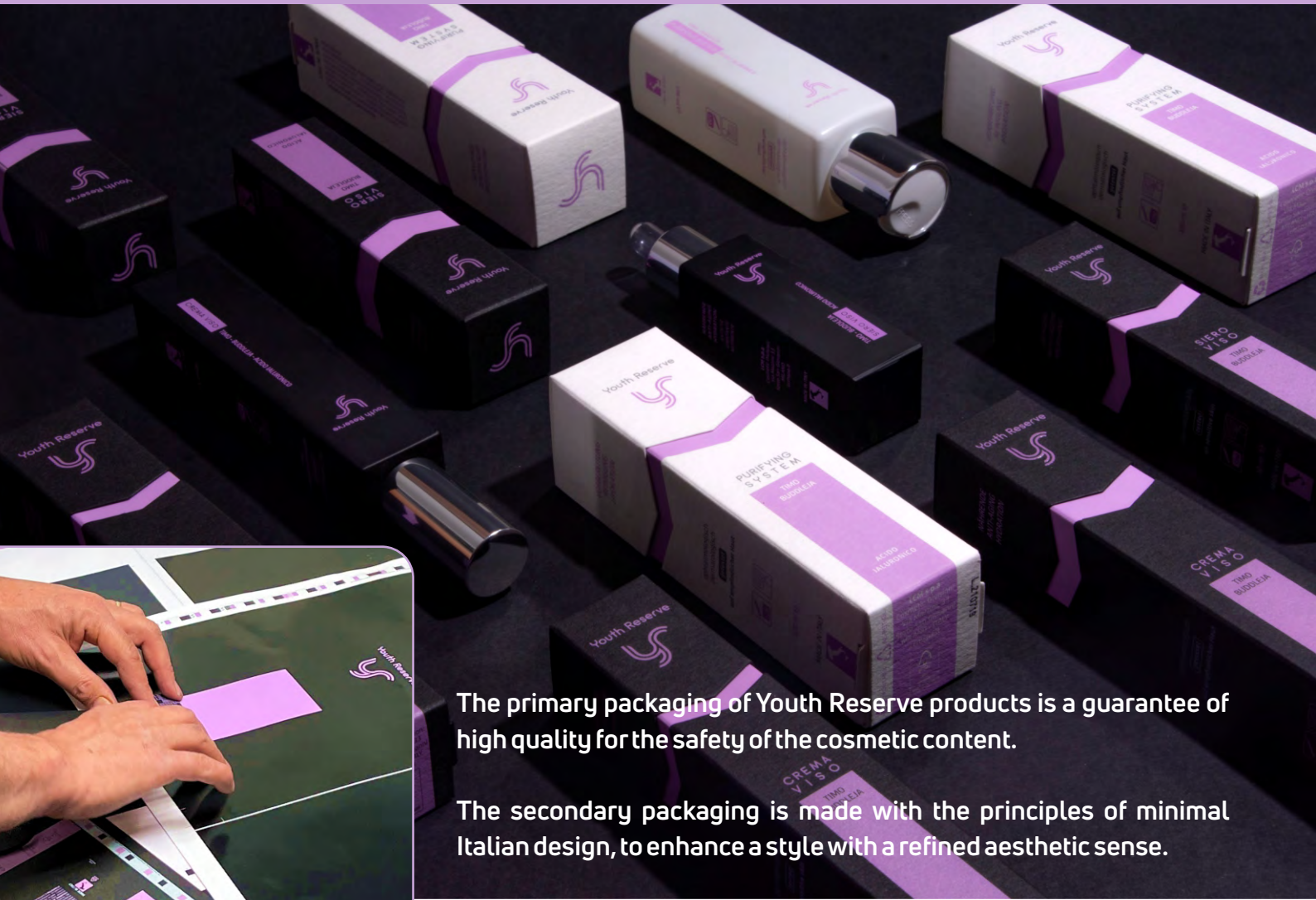
PURIFYING SYSTEM

SUBLIME SERUM

FACE CREAM

EYE CREAM

PACKAGING FEATURES



The primary packaging of Youth Reserve products is a guarantee of high quality for the safety of the cosmetic content.

The secondary packaging is made with the principles of minimal Italian design, to enhance a style with a refined aesthetic sense.

A guarantee of high quality
for the safety of the cosmetic products

**Maximum preservation of the anti-ageing properties of the products.
A perfect user experience for the consumer.**

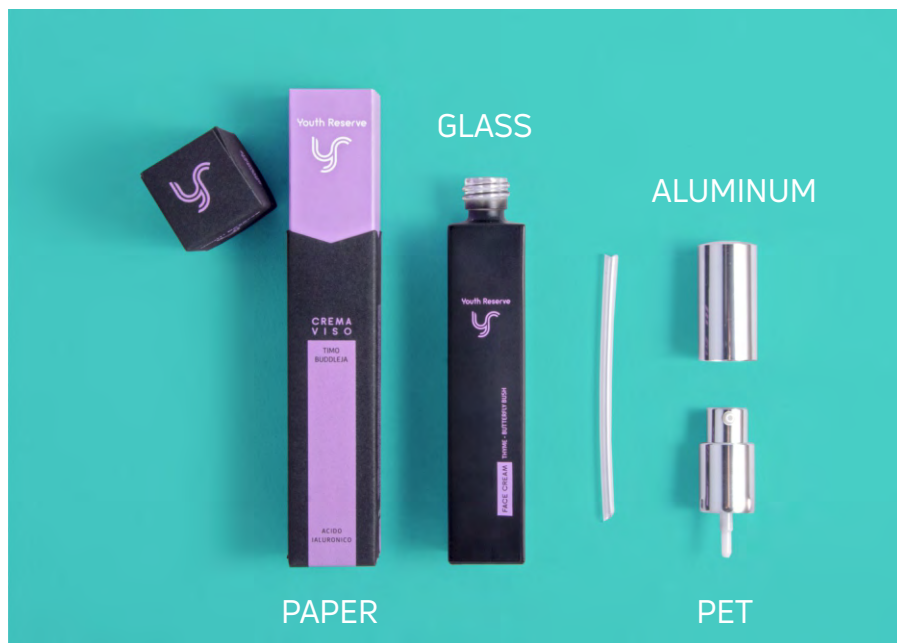
Inert materials (high quality glass and aluminum)
Total protection against light and solar rays
Functional dispensing
100% recyclable

Pack 1

**Maximum care for elegance in every aesthetic detail.
A perfect shopping experience for the customer.**

Items with Italian Design
Hi-tech "Italian Cartotecnica"
Distinct and unmistakable style
Riciclabile al 100%

Pack 2



PACKAGING FEATURES

DESIGNED
FOR EXPERIENCES
THAT BECOME MEMORIES





Products Restocking

Box with 5 products, each one sealed with transparent cellophane



Purifying System

21 x 14 x 5h cm



Sublime Serum

18 x 13 x 4h cm



Face Cream

18 x 19 x 4h cm



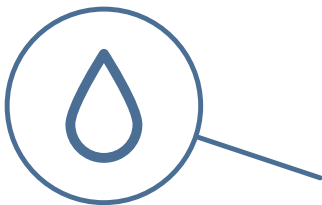
Multi Active Eye Cream

22 x 11,5 x 5h cm



Products designed for all skin types.

Youth Reserve products are designed to keep all skin types hydrated and compact, in a balanced way, to counteract premature ageing.



HYDRATION



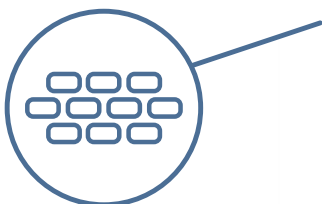
WRINKLES



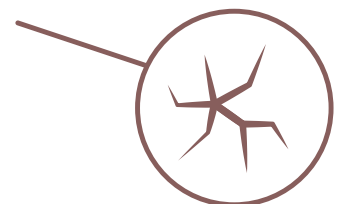
ELASTICITY



RIGIDNESS



FIRMNESS



DEHYDRATION





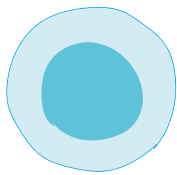
The new global customers need to keep their skin youthful.

A global need at all ages, particularly in metropolitan areas, for anti-pollution and anti-ageing products able to produce a visible effect and to keep the skin healthy for a long time.

The effective solution: reducing the activity of free radicals on our skin.

INHIBIT

the formation of free radicals,
through antioxidant substances.

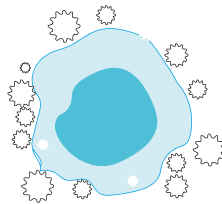


Healthy cell



MOISTURIZE

The skin deeply,
with low molecular weight
hyaluronic acid.

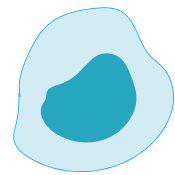


Free radicals
damage the cell



PROTECT

the skin, by creating a protective
barrier with medium and high
molecular weight hyaluronic acid.



Cell affected by
oxidative stress

The pharmaceutical culture of LCM Company applied to the cosmetic industry

Youth Reserve has privileged access to global cosmetic trends.
This allows a direct selection of the best and most advanced active ingredients.

LCM Quality & Compliance Internal Office



CONSUMER HEALTH AND SAFETY

Anti-ageing products

Youth Reserve products intervene effectively to **delay extrinsic ageing** (*photo-ageing*), protecting the skin from adverse environmental conditions that cause the formation of small wrinkles, as well as the onset of a dull complexion and various blemishes.

Dermatologically tested

Youth Reserve products have been subjected to tests on human volunteers to verify their skin tolerability, through specific protocols, under the supervision of a dermatologist at the Department of Biomedical Sciences of the UNISS University in Italy. For greater consumer assurance, they have been **tested on sensitive skin**.



Short-term results (24h)

Extreme tolerance on sensitive skins
Moisturizing, nourishing and elasticizing effectiveness



Long-term results (28 days)

Anti-ageing effect of the YR Treatment
Slowing down of skin ageing

To strengthen the skin barrier against external aggressions

Youth Reserve products concretely help protect our skin from atmospheric pollution and external aggressions and have also been studied for this purpose. Thyme and buddleja extracts **protect DNA** from pollution and environmental damage.





To defend our skin from external agents and pollution

Youth Reserve products have been designed to **limit the formation of free radicals**, as they are responsible for accelerating our skin ageing process through the appearance of wrinkles, dryness, loss of tone and elasticity and therefore also loss of skin luminosity.

To counteract the formation of free radicals

Youth Reserve products are formulated with **antioxidant substances** and counteract the formation of these "waste" molecules which form naturally within our body and are the cause of oxidative stress which leads to cellular deterioration gradually.

Products guaranteed according to the regulations in force in Europe.

Youth Reserve products fulfill all criteria and obligations required by the regulations in force in Europe, both in terms of research of raw materials and in terms of production. In fact, the European directive on cosmetics establishes the **safety requirements** that must be **guaranteed** through certain mechanisms, including positive and negative lists of ingredients and the technical dossier of each product (ref. European Regulation 1223/2009).

Technological ingredients and natural extracts in the formulation architecture

Youth Reserve products are the result of our formulators' choice to use **high quality technological and natural ingredients** to obtain more stable and performing cosmetics, ingredients that are rigorously subjected to all the extensive toxicological assessments required of manufacturers of cosmetic lines. Each component has its own specific role in the formulation architecture and is systematically subjected to safety assessment to protect consumer health in accordance with European legislation.

Technological ingredients of the latest generation

Youth Reserve products contain **high-performance technological ingredients** of the latest-generation, which undergo stringent tests from a chemical-physical, toxicological and dermatological point of view before being used. All checks are essentially aimed at guaranteeing and preserving the health of the consumer, as duly provided by European regulations. Technological ingredients are more stable than the natural ones and therefore offer continuity of characteristics and performances in the various production lots.

CONSUMER HEALTH AND SAFETY

Products free of alcohol, parabens, lanolin, petrolatum, animal-derived raw materials

Youth Reserve products do not contain these substances, for a greater consumer protection.



ALCOHOL
FREE

Free from harmful preservatives

Youth Reserve products contain non-harmful preservatives which serve to inhibit the development of microorganisms (bacteria, yeasts, molds and fungi) and to keep the cosmetic product intact for months even after opening: the PAO (Period After Opening), indicated on the secondary packaging of each product, indicates the period expressed in number of months within which the cosmetic -once opened -can be used in complete safety (considering that the container is closed after use). The preservatives contained in Youth Reserve products are used to protect the health of the consumer, to **guarantee a safe product** from a **microbiological** point of view during the entire period of use. Its harmlessness is guaranteed by the European Regulation which contains the list of permitted preservatives (R.E.1223/2009).



NO HARMFUL
PRESERVATIVES



NO SYNTHETIC
FRAGRANCE

Not tested on animals

Youth Reserve products, as well as the raw materials that make up its ingredients, are not tested on animals according to the law in force respected by all member states of the European Union.



NO ANIMAL
TESTING

Usable during pregnancy and/or while breastfeeding

Youth Reserve facial care products do not contain hormones or ingredients that may be contraindicated during pregnancy or while breastfeeding. However, it is always advisable to check the ingredients (INCI, shown on the secondary container of each product, under the INGREDIENTS heading) in case you are aware of any specific allergies or intolerances.



NO TOXIC
CHEMICALS

Products kept intact in the primary packaging

Youth Reserve Packaging guarantees the integrity of the products as the materials that are used have been carefully chosen, so as not to interfere with the composition of the products contained. The packaging has been **tested in our laboratories** to guarantee not only the seal, but also the chemical-physical compatibility of each component.



A background image of a cosmetic laboratory. A person in a white lab coat and gloves is using a metal spatula to apply a dollop of white cream onto a small glass jar. Several other jars containing white cream are visible in the background. A large, semi-transparent purple graphic consisting of concentric curved lines is overlaid on the image. The text 'Cosmetic Laboratory' is written in a bold, purple, sans-serif font across the middle of the image.

Cosmetic Laboratory

L.C.M. Company is operating **since 1982** in scouting pharmaceutical and cosmetic raw materials. During the years, the Company has kept on growing and investing in technological research and business diversification.

Youth Reserve is a project developed since 2018 by L.C.M. with a focus on the development of highly performing Skin Care products.

Its mission is to create **unique and sophisticated formulas**, emerging because of careful studies on the use of the most effective natural substances and the most advanced technological ingredients.





LCM GROUP

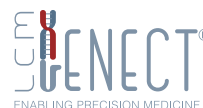


Youth Reserve is a project developed by LCM group

LCM Group has a 40 years' experience in the distribution and international trade of raw materials for the development of:

- cosmetic industry
- pharmaceutical industry
- nutraceutical industry
- chemical industry
- food industry

Since 2016 it has been developing molecular and pharmacogenetic diagnostic tests in the Precision Medicine field.



Raw materials and new services to create your world

The first ones in Italy obtaining an AIFA importation authorization





Honeywell



OUR SCORES & RATINGS

LCM s.p.a.

FINANCIAL STRENGTH

3A

Good financial rating
D&B

€6.900.000

Credit Appraisal

> 50

Present Staff

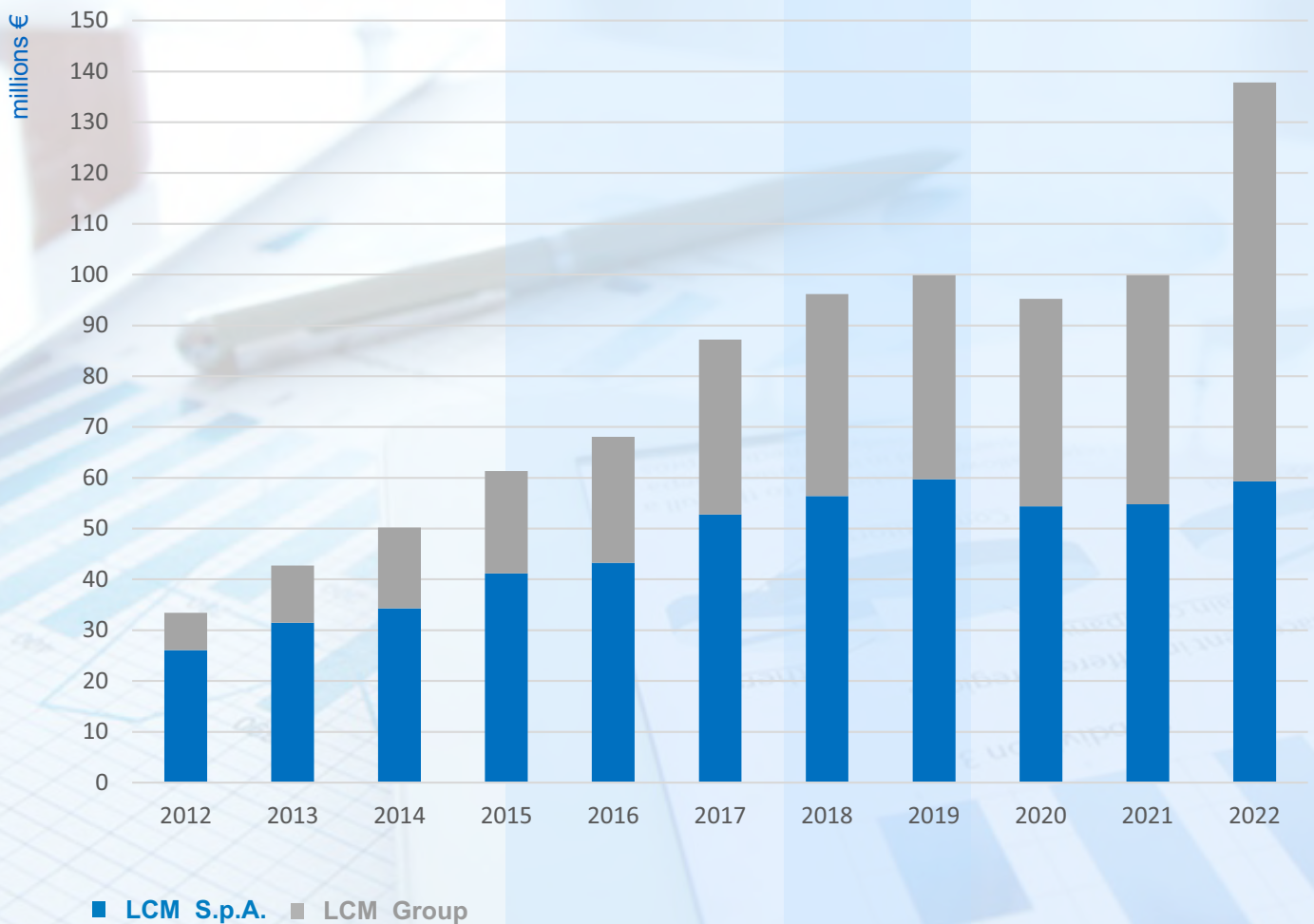
RISK INDICATOR

1

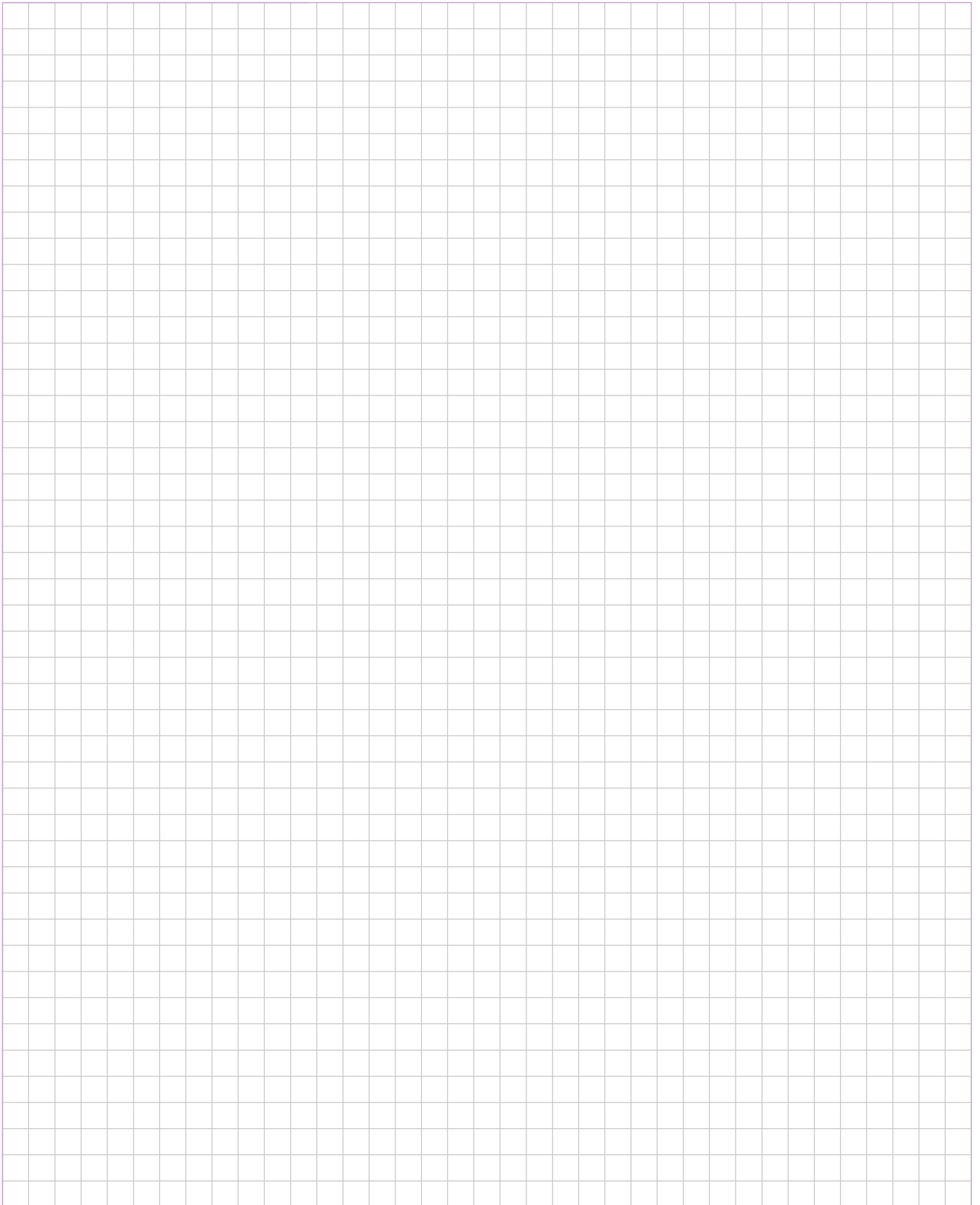
21,2
millions €

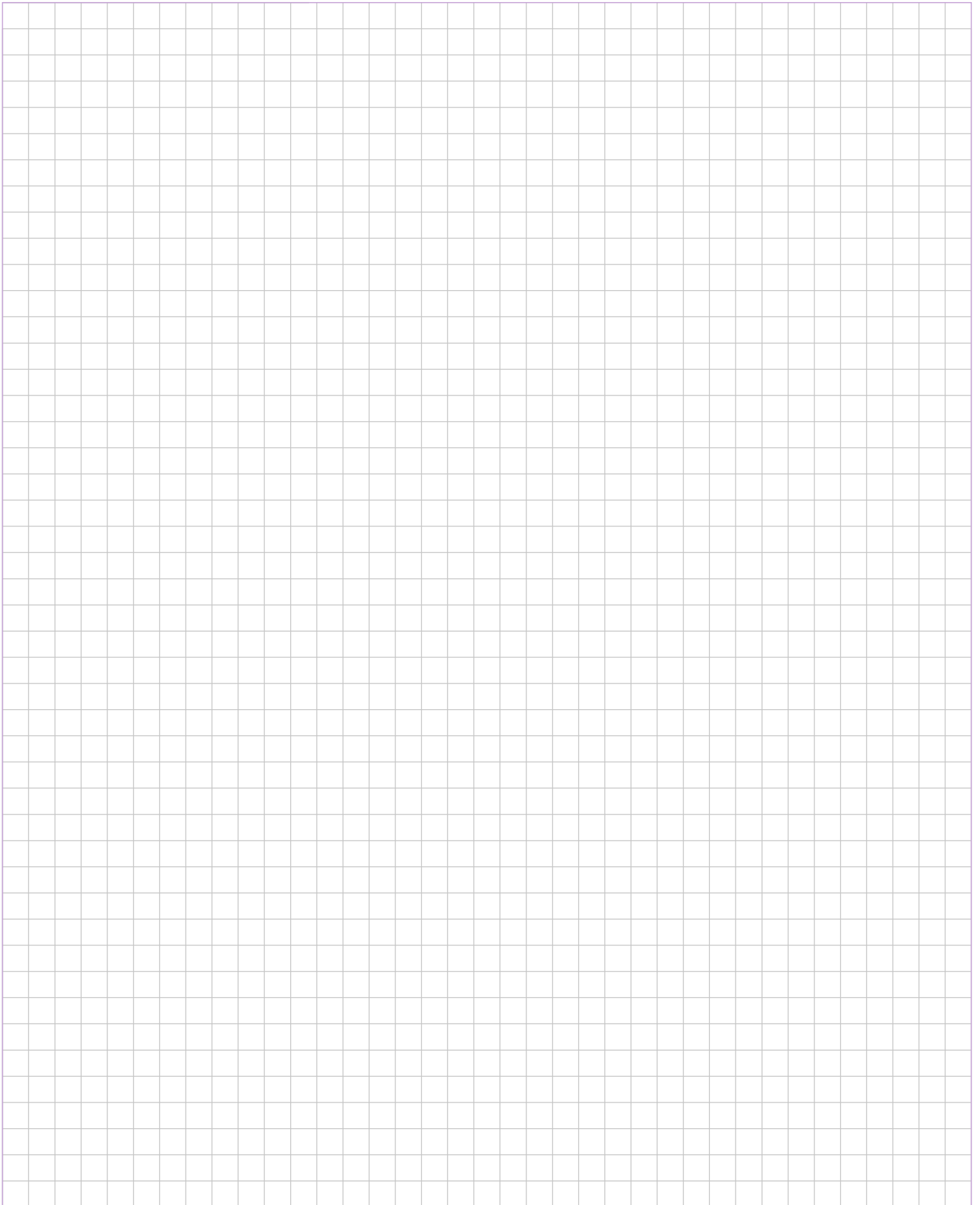
EQUITY CAPITAL

Good opportunity for
growth



NOTES







Youth Reserve



PURIFYING SYSTEM

TIMO BUDDLEJA

ACIDO IALURONICO

Youth Reserve



CREMA VISO

TIMO BUDDLEJA

ACIDO IALURONICO

Youth Reserve



SIERO VISO

TIMO BUDDLEJA

youthreserve.it
commerciale@youthreserve.it





The Objectives of Youth Reserve Treatment:

Prevention of the appearance of premature signs of ageing

Regulation of the skin chronological ageing process

Success over the lack of hydration

Improvement of skin elasticity

Long-lasting moisturizing effect

Preserving youthful complexion

Cosmetic Design for Human Beauty