

Swiss perfect performance skincare

from the Swiss Riviera

The Brand & History

To discover Hélénère is to finally find your perfect skincare solution.

Hélénère Laboratories was founded in 1987 by Helen Rosato-Rossi, a passionate beauty entrepreneur and a pioneer in the field of cellular cosmetics.

The Hélénère range draws on high-performing active ingredients and is scientifically formulated to deliver measurable results for specific skincare requirements.

Fans around the world are won over by products that work and which reflect our brand signature: 'Swiss Perfect Performance'.

Hélénère is one of the few Swiss brands founded by a woman, and this is reflected in a product range that shows a profound understanding of women's skincare needs.

Since 1987, the Company's vision and values have remained unchanged:

- ✓ We are pioneers and always use *state-of-the-art* Swiss cosmetic technology
- ✓ We develop the most cutting-edge skin care formulas for professional, *measurable results*
- ✓ We are known for our *innovative textures* and luxurious packaging
- ✓ Our products are manufactured to the highest *Swiss quality standards*
- ✓ Our results-oriented product lines are developed and manufactured by our research and development teams in Switzerland.

Hélénère is set apart from other brands through the professional quality and true performance of our products, and our broad product range. It is in this way that we satisfy women of all ages and skin types.

Our Founder

Hélénère is now a well-known name in beauty care, and our founder, Helen Rosato-Rossi continues to act as the guiding force behind the company.

A passionate entrepreneur, Helen Rosato-Rossi lived in Canada and Peru before she returned to Switzerland in the 1980s with her family. As a mother of three returning to her homeland, Helen took this opportunity to fulfil her dream and create her own high-performance Swiss cosmetics brand. Inspired by the work of Swiss Professor Paul Niehans who pioneered the notion of cellular therapy, Helen was at the forefront of the emergence of cellular cosmetics, in the 1980s. Her avid interest in beauty care prompted her to research the market and this revealed a large gap in the beauty cosmetics industry.

Hélénère was created to fill this void, with the aim of creating world-class beauty, anti-ageing and health care products **based on cellular formulas**. By collaborating with the best Swiss researchers, cosmetologists and beauticians, Hélénère began to manufacture a scientifically proven range of beauty products. Thanks to our founder's tenacity and vision, Hélénère soon started to sell in Asia and quickly gained a global following.

Cosmopolitan and curious, Helen Rosato-Rossi has always been interested by the **skincare concerns and wishes of women around the world**. It is with this in mind that Hélénère continues to conduct its research, with the goal of helping women of all ages and origins to remain beautiful, youthful, and confident.

100% made in Switzerland

Hélène are genuine Swiss cosmetics and 100% made in Switzerland products, as guaranteed by the Swisscos label on all our packagings.

Hélène products are entirely developed and produced in Switzerland with the care and concern which typifies Swiss products and scientific research.

We strongly believe that **the 'Made in Switzerland' is indeed a guarantee of high quality** and know it reassures our consumers all over the world. That's why Hélène Laboratories are a founding and proud member of the Swisscos association to guarantee the Swiss origin of cosmetic products.

Concerning the luxury cosmetic product segment, we are convinced that Hélène has found the perfect balance between prestige, effectiveness and price, because beyond the professional results of Hélène skin treatments, we take the utmost care in their manufacture and presentation.

Highly-concentrated formulas, state-of-the-art technology, powerful actives... Hélène applies the principle of Swiss Perfect Performance in each of its products. We also pay attention to small details, the choice of sober and elegant flacons and jars, the quality of the packaging materials, etc, which give our brand its unique personality. Hélène cosmetics are 100% made in Switzerland, but unique in their kind.

Professional, measurable results.

Research & Development

This is our mission, and what distinguishes Hélénère from other Swiss cosmetics companies. As we always deliver on this promise, our global customer base keeps on growing.

Our brand could not have achieved its exceptional results and worldwide success without advanced, scientifically based Research & Development.

Our motto, “Swiss Perfect Performance” reflects our company vision: to offer highly concentrated, high-performance skin care formulas that meet the specific needs of each skin type.

Located in the Swiss Riviera, home to the highest number of anti-ageing clinics and health and beauty researchers in the world, Hélénère calls upon the exceptional scientific expertise and emulation found right on our doorstep. Accessing new research and collaborating with Swiss and global skincare experts enables our in-house scientists to remain at the forefront of cosmetic research.

We **participate in industry-wide scientific associations** to be the first to know about new technologies and remain up-to-date with safety standards. This collaboration is matched with our own R&D expertise. We select high-performance ingredients, patented actives and cutting-edge technologies to deliver innovative formulas and luxurious textures.

However, real women remain our most valued source of inspiration. Hélénère maintains deep and loyal relationships with beauticians and customers all over the world. It is by staying in touch with market needs and anticipating new trends that we continue to make everyday beautiful.

The birthplace of cosmetic know-how

The Swiss Riviera

Hélène products are made in Switzerland, the home of advanced beauty, cosmetics and wellness research.

Hélène is not just another Swiss cosmetics brand. Rather uniquely, our company philosophy reflects the legacy of our surroundings, the *Swiss Riviera*.

The Hélène Laboratories and headquarters are located in Montreux, on the shores of Lake Geneva, facing the Swiss Alps. Here, beauty reigns supreme. The stunning natural environment continually inspires the Hélène founder and researchers.

As one of Switzerland's most delightful regions, the Swiss Riviera **boasts the highest concentration of anti-ageing, health and beauty clinics, laboratories, researchers and products in the world.**

Cosmetic and health treatments have flourished here for almost 200 years. In the 1800s, wealthy aristocratic and literary figures were enchanted by the area during their Grand Tours. This led to the development of luxury hotels, villas and the first health and beauty clinics... the perfect place in which to focus on body and mind.

Today, the region remains at the forefront of skincare and cosmetology, benefitting from the fruits of research developed with each passing decade. The expertise found in the area has influenced and contributed to Hélène's development; our own specific know-how includes anti-ageing and prophylactic products and techniques.

We are privileged to be located right in the heart of this exciting industry. We strive to contribute to our community and customers by upholding our values of beauty through science, to create Swiss 'perfect performance'.

Beauty Salon Treatments

In the 80's, Hélène Swiss cosmetic products were at first sold in beauty salons in Switzerland and all over Asia. It is still the case today, with thousands beauticians choosing our products in Europe, Russia, Canada, USA, Australia, Egypt, etc... and it is yet another fact that distinguishes Hélène from other Swiss skincare brands!

At Hélène Laboratories, we are proud to develop professional performing products that beauticians all over the world use to pamper their clients and improve their skin. If so many professionals choose Hélène, why not you?

When founding Hélène, Helen Rosato-Rossi's goal was to help women of all ages and all origins to remain beautiful, young, and gain self confidence.

Even though Hélène is now distributed through selective beauty retailers in many countries, medical-grade spa treatments remain our valuable area of expertise.

Advised by skin experts, our founder Helen Rosato-Rossi has developed targeted beauty protocols and techniques meeting the needs of all skin types to even enhance the results of Hélène full range of cosmetics.

At Hélène, we strongly believe that application procedures and gestures are almost as important as our products' quality to achieve visible results. Face massage and shaping techniques offer several benefits as they help the product penetrate the skin, stimulate blood circulation and cell regenerations, and fight the ageing process.

Hélénère Laboratories are a proud member of the Swisscos association, the association for the protection of the origin of the Swiss cosmetics.

The target of this association, of which Hélénère Laboratories is a founding and active member, is to bring together Swiss cosmetics producers eager to protect and ensure the authenticity of the Swiss origin of their products.

It is intended not only to promote the genuine Swiss cosmetics but also to face the proliferation of so-called Swiss origin but which are unfortunately fake.

Indeed, Swiss cosmetic products have established a strong foothold in the international market today. They have become a MUST for a large number of consumers all over the world. As in the case of watches and chocolate, the designation 'Made in Switzerland' lends these products an image of high quality and reassures the user.

But there's always another side to the coin and the success of Swiss-made products has caused much envy, to the extent that the cosmetics market has seen an avalanche of so-called 'Swiss' products of which the only Swiss factor is the word on the label or the packaging and which lead the user to a mistaken assumption concerning their origin.

The « **Swisscos Guarantee Cos** » label stucked on all our **Hélénère products** certifies that the distributor and the consumer are purchasing a product entirely developed and produced in Switzerland, and therefore distinguish our product from an imitation.