



Unapologetic Luxury
B A R C E L O N A

*Soberbia
spirit*

Welcome to **Unapologetic Luxury**
Pride in humanity, pride in beauty,
pride in science, and pride in the best
that life has to offer... with no
apologies. A world of daring and
determination. A universe with no
room for false modesty, only
excellence.



The Purpose



- ▶ **Ivan Grau**, with more than 25 years as CEO in different companies in the world of cosmetics (skin care). Tired of watching how the companies are giving more importance to the marketing of products to its formula and its effectiveness, decided to create a product where efficiency and quality is their only reason for being.
- ▶ To do this, based on his experience, he decided to join in a single formula all natural active ingredients that exist in the world, seeking only the most beneficial to the skin without forgetting also the last generation of molecules and peptides.



The Purpose



- The brand **Unapologetic Luxury** was conceived in Barcelona for a single purpose: to achieve the highest standards of quality, style and effectiveness the world has ever seen.
- In January 2018, we put the finishing touches to **Soberbia Spirit face cream**, aware that only a fortunate few would ever be able to enjoy its benefits.



Unique



Soberbia has 20 main ingredients inside, from 20 different places of the world, it is the first cream in the market to achieve this quantity of main ingredients.

Soberbia also has in its formula latest generation of molecules and peptides anti-aging and anti-wrinkles.

Thanks to all these active ingredients is the only cream on the market that brings more than 30 different benefits, mitigating and solving most of skin problems.



Unique



First time in the cosmetic world to use the “**Cow Zhang mushroom**”, this ingredient from the mountains of Taiwan is one of the most powerful antioxidants of the world.



Unique



Soberbia has a **Mediterranean algae cocktail ingredient**, unique and specially developed by unapologetic luxury lab. A very specific preparation made with selected sea lettuces, fucus, laminaria and gelidium. Very powerfull against the skin aging and wrinkles.



Unique

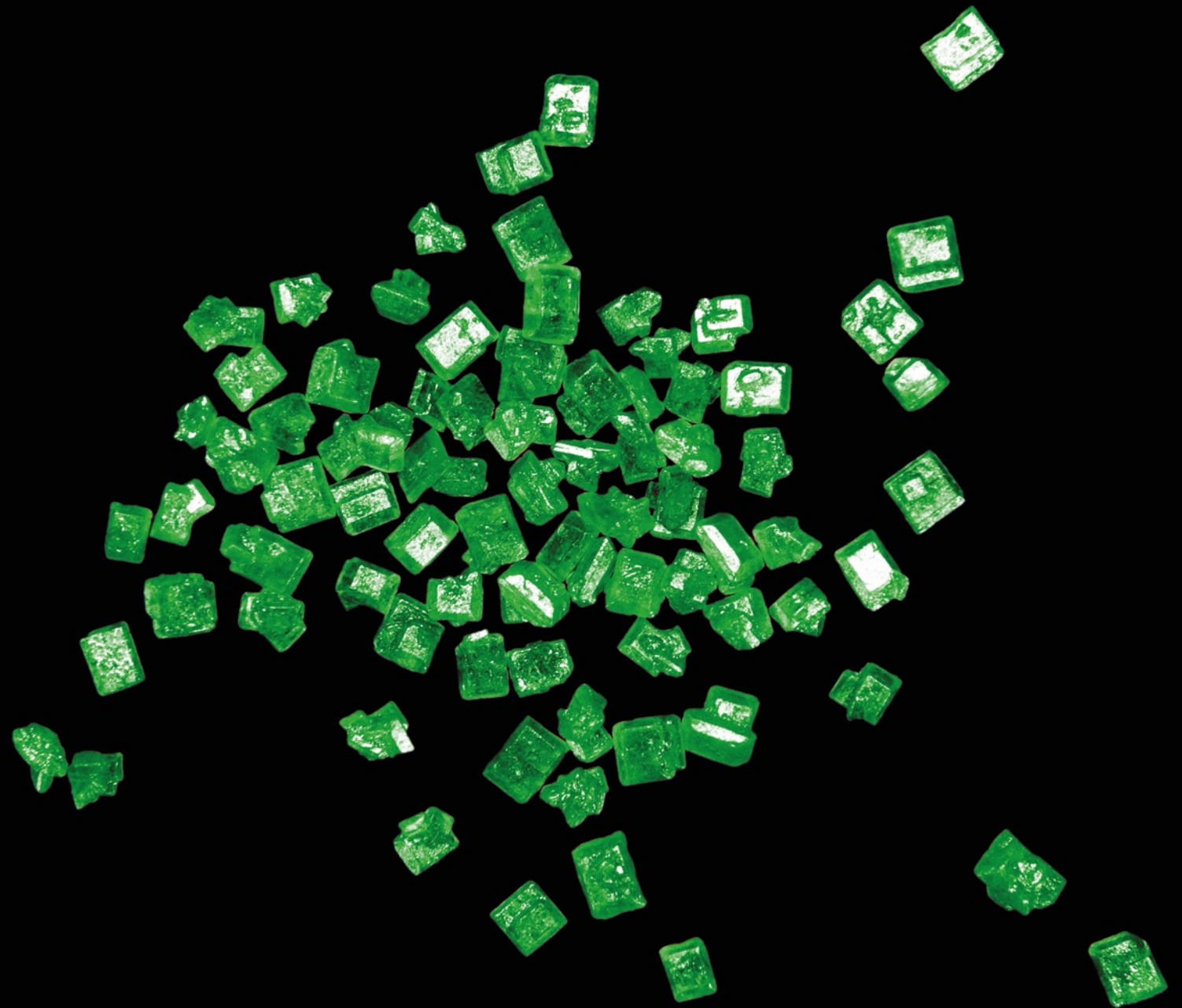
First natural emulsifier, made out of bees wax and jojoba that can adapt itself to the environment, becomes like this an intelligent cream.



Unique



Soberbia cream undergoes a long immersion process with an untreated Colombian emeralds, to absorb all their energy.



The Search

PACIFIC OCEAN

NORTH ATLANTIC OCEAN

SOUTH ATLANTIC OCEAN

ARCTIC OCEAN

PACIFIC OCEAN

INDIAN OCEAN

RUSSIA

CHINA

INDIA

NEPAL

TAIWAN

POLYNESIA

Olive tree leave

Grapes

Essential Minerals

Water of Himalaya

Cow Zhang Mushroom

Algae cocktail

Caviar

Gold

Snake Venom

Argan Oil

Emerald

Orchids

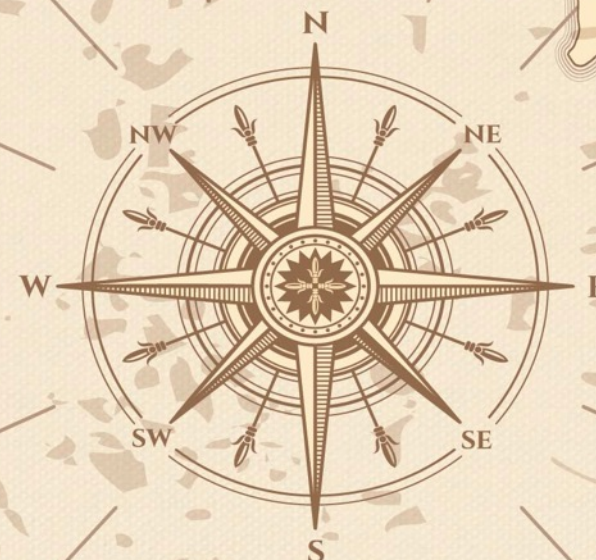
Maca root

Snail Slime

Rosehip

Nacre

The result of a tireless search for the most extraordinary ingredients on the planet. Our criteria was simple: **to find the very best in existence.**



The formula



Cow Zhang from Taiwan

Orchids from Ecuador

Lingoberry from Russia

Maca Root from Perú

Nacre from Polynesia

24-karat Gold from India

Emeralds from Colombia

Snake Venom from Thailand

Snail Slime from Argentina

Water from the Himalayas

Essential Minerals from the Dead Sea

Argan Oil from Morocco

Algae cocktail from the Mediterranean

Olive tree leave from the Mediterranean

Grapes from Spain

Caviar from Iran

Rose Hip from Chile

Matrikines Ultimate Peptides and
Molecules

Hyaluronic acid Lowest Molecular
Weight

Intelligent, natural emulsifier

Sublimated Rose fragrance

Sun protector SPF20

The formula



Multifuncional anti-aging cream

For face, eye area, neck and neckline

For All skin types

Capacity: 50ml

Apply morning and night.
After cleansing and toning.
Apply until completely absorbed.

Benefits



Cow Zhang

Anti-aging, Anti-wrinkles, Anti-oxidant, Protection against external agents, Anti-free radicals, Cellular Regeneration



Orchids

Anti-wrinkles, Anti-aging, Anti-inflammatory, Hydration, Protection against external agent, smoothness.



Lingonberry

Anti-aging, Anti-wrinkles, Anti-blemish, Anti-oxidant, Anti-septic, Anti-bacterian, Circulatory control, Stimulation of the collagen production Generación ,Nutrition, Cell regeneration.



Maca

Anti-irritating, Nutrition, Protection against external agents, firming, Relaxing and Calming



Nacre

Luminosity.

Benefits



Gold

Firming.



Snake Venom

Firming, Cell and collagen regeneration, filled (botox efect)



Snail Slim

Circulatory control, Collagen regeneration, Hydration, Cell regeneration, Reduction of birthmarks and strech marks, Bacterizide, Anti-acne, Improved skin injuries.



Himalaya Water

Anti-acne, Hydration, Luminosity, Mineralization, Nutrition, Smoothness.



Essential Minerals

Anti-acne, Anti-irritating, Anti-septic, Anti-bacterian, Circulatory control, Mineralization, Lipid control. psoriasis prevention and dermatitis improviment.

Benefits



Argan Oil

Luminosity, Lipid control, Texture, skin luminosity, Moisturization, Oxigenation, Fungicidal.



Algae

Anti-aging, Anti-free radicals, Anti-septic, Anti-bacterian, Protection against external agents, firming, Cell regeneration, Lipid/oil and water control, reduction of eye bags.



Olive leaves

Anti-inflammatory, Anti-irritating, Anti-oxidant, Antiseptic, Bactericide, Protection against external agents, firming, Relaxing and calming, Moisturization.



Grapes

Anti-acne, Anti-aging, Anti-blemish, Anti-oxidant, Collagen generation, cleaning, Lipids control



Caviar

Anti-wrinkles, Anti-aging, Anti-oxidant, Elasticity, Collagen Generation, Hydration, Nutrition, Solar protection, Celular regeneration, Smoothness.

Benefits



Rosehip

Elasticity, Hydration, Cell regeneration, reduction of blemishes and sunspots, Moisturization.

Matrikinas

Anti-wrinkles,
Anti-inflammatory, Firming

Sublimated Rose Dreams

Hyaluronic Acid

Anti-wrinkles, Elasticity, firming,
filled, water control

SPF20

Solar protection

Emulsifier

Luminosity, Texture

With proven efficacy



Soberbia has been subjected to numerous tests of efficacy always reaching much higher than other creams market results.

Soberbia has its complete dossier of safety and efficacy patch test, compliance with all European regulations of cosmetic products. These studies aimed at evaluating the effects: ANTI-OXIDANTS, ANTI-WRINKLES, NOURISHING, TONING, REGENERATIVE, ELASTICITY AND FIRMING, HYDRATION, LUMINOSITY AND ANTI-AGING power of Soberbia formula, comparing it with other creams on market, low, medium and superior quality in a group of men and women.

Devices Used

- ▶ **Corneometer:** Measures the moisture in the skin.
- ▶ **MTEWL meter:** Measure moisture loss.
- ▶ **Visioscan, Primos, Topometer:** Measures wrinkle power.
- ▶ **Cutometer:** Measures the tension, firming, tightening and anti-aging effect capacity.
- ▶ **Sebumeter:** Measures fat levels.
- ▶ **Chromameter:** Measures levels of skin regeneration.
- ▶ **Solar Simulator:** Measures the protection to UVB and UVA rays.

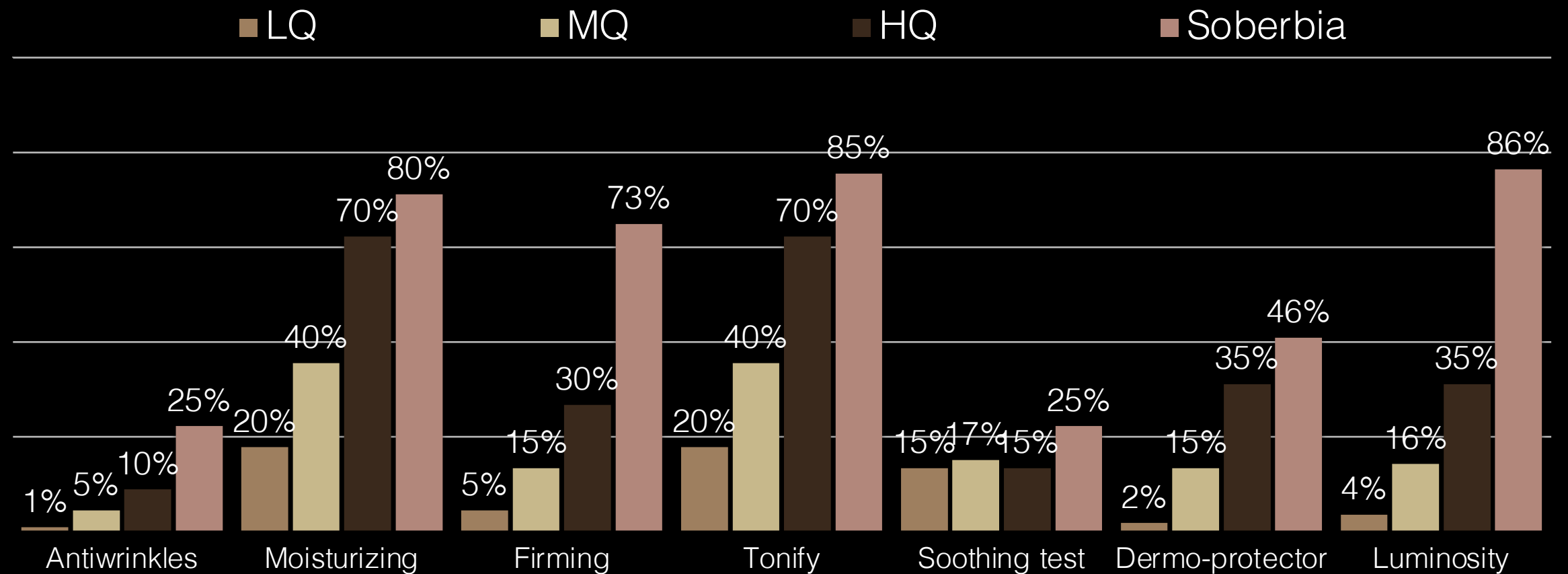
Comparatives



▸ 40 female volunteers and 40 male volunteers from 53 ± 6 years old.

▸ Application 2 times a day on half face for two months.

▸ Soberbia cream over another cream market low, medium and superior quality.



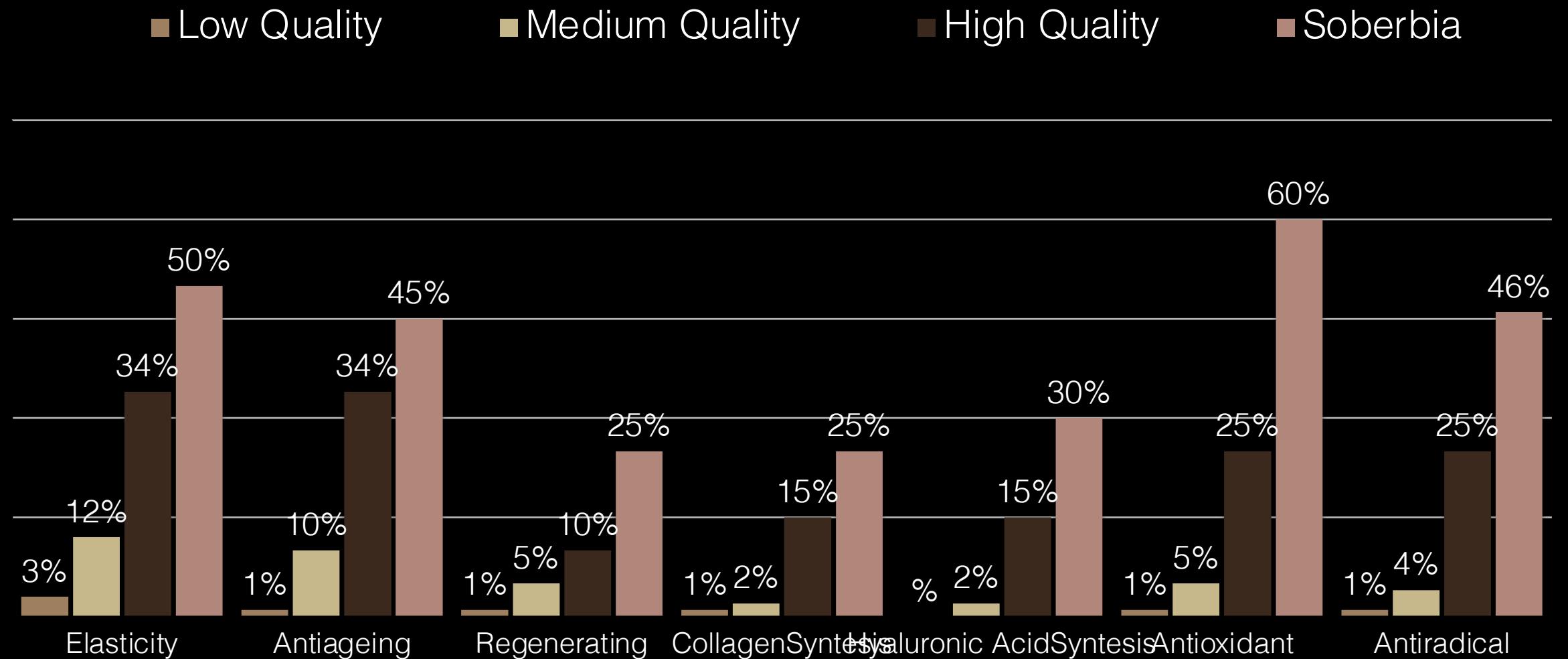
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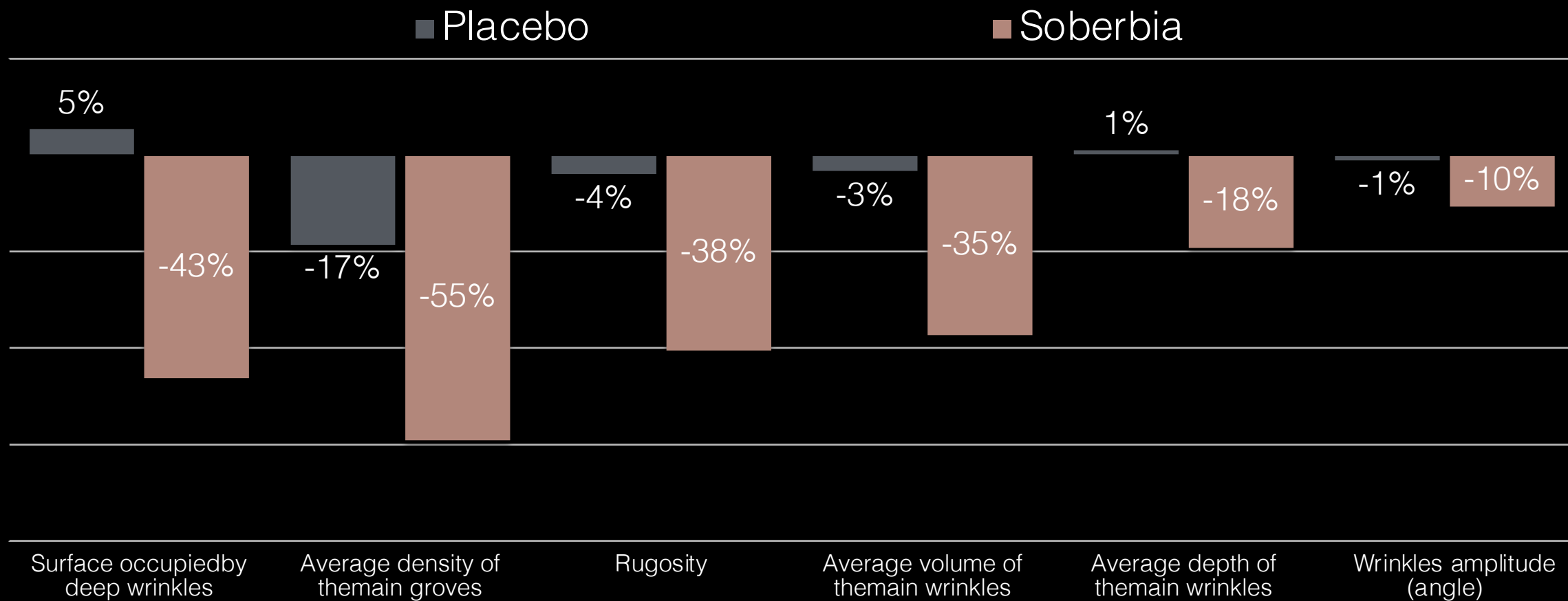
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Wrinkle efficacy



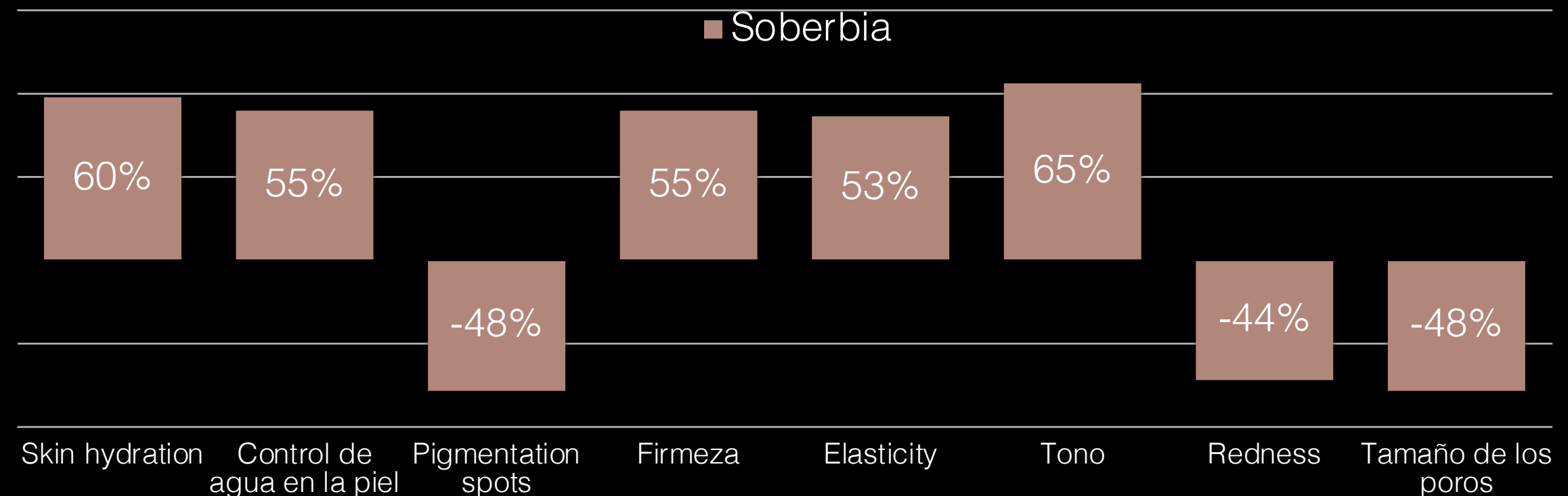
- 40 female volunteers and 40 male volunteers from 53 ± 6 years old.
- Application 2 times a day on half face for two months.
- Soberbia cream versus placebo.
- Evaluation of the anti-wrinkle efficacy by profilometry and photography.



Other efficacy test



- ▶ Single-blind study with 30 women aged 55 ± 6 years old with wrinkles and that they had not used anti-aging products for a month or more.
- ▶ Unintentional exposure to UV rays.
- ▶ Application of Soberbia for twice a day for 6 months.





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*Remember: Soberbia it is only for
the few*