



DR. BELTER  
C O S M E T I C  
PROFESSIONAL CARE CONCEPT



*Welcome!*



# The Company

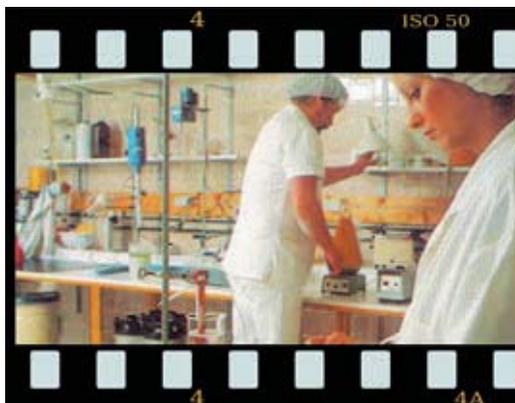


- DR.BELTER COSMETIC is a brand of the company BelCos Cosmetic Co. Ltd. – located in northern Germany
- founded by Dr. Clemens Belter and his wife Gertraud Belter in 1979

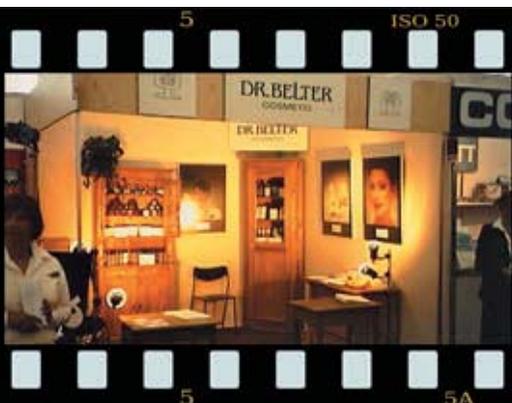
## The Origin

- school for beauty therapists owned by Mrs Belter
- Dr. Belter – a biochemist developed first products for the school
- later brand with practical and natural science focus developed

The first laboratory



The first booth at a fair



Mrs Belter with students



# Today

- family-run company - 36 employees
- until today all products are manufactured, filled, packed and directly despatched from the head quarters in Braunschweig, Germany
- more than 30 years of expertise in scientific research, contract manufacturing, cosmetic application and education
- second family generation, Sonia and Florian Belter complement the skills
- GMP production according to EU directive





## *Field of work*



1. research & development, production and filling of cosmetic products for DR.BELTER and other brands
2. microbiological safety and preservation tests
3. worldwide marketing of DR.BELTER COSMETIC brand - includes trade shows, magazine adverts and internet
4. training of clients and educational courses





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# B

*Quality and nature love  
- made in Germany*



*DBC philosophy:  
Quality & Diversity*



- ▶ a comprehensive professional care system with 11 lines
- ▶ big variety of products provides successful solutions for every skin type and problem
- ▶ high quality formulas free of mineral and silicone oils
- ▶ products with 95-100% natural ingredients
- ▶ patented, highly innovative actives and pure and natural medicinal plant extracts unite to achieve best results
- ▶ → the natural- and medical cosmetic megatrend are combined in our products
- ▶ very good skin compatibility due to skin-identical raw materials, such as DMS/NMF
- ▶ different price ranges to meet every client's demand
- ▶ complete treatment methodology, also for men and body treatments



# Booth Concept

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# Awards

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DR.BELTER client  
awarded Institute of the  
year category more than  
3 employees



**BEAUTY  
FORUM**

Dr. Clemens Belter, founder  
and chief developer  
honoured with the Prix  
d'honneur de la beauté for  
his significant contribution  
to the development of  
products and services in  
the professional cosmetic  
field

# Awards



**BEAUTY  
FORUM**



Reader's Choice  
Award 2011/2012  
Winner category  
Best Wellness & SPA  
product

**BEAUTY  
FORUM**



Reader's Choice  
Award 2010/2012  
nominated best  
product category  
problem skin



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### *Line »N«*

The basic DR.BELTER skin care cosmetic line with gentle, natural und biological ingredients. Especially suitable for young skin as well as for customers using a professional care range for the first time.

Treatments:

→ classic treatments with peeling, massage and cream mask





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## »Bio-Classica«

The »Bio-Classica« formulas with silk and hyaluronic acid are composed to delay the loss of skin activity, support all skin functions, offer highest protection from environmental influences, balance and preserve the skin conveying a pleasurable, silky feeling to the skin.

Treatments:

- Daydream Silk Treatment
- native-bio-matrix silk treatment (pure gel massage)





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## »stimula«

With the »stimula« products mature, demanding and strained skin receives goal-directed, highly effective care with phyto-hormones.

Treatments:

- Biomousse-Cocon Grenadine treatment
- Thermo-modellage
- Champagne Deluxe treatment
- Phytocell bio-MATRIX express lift treatment





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### »Bel-Energen«

The innovatory, high effectivity line of DR. BELTER COSMETIC includes special formulations which mirror the latest developments of our own research and the trends in the cosmetic sphere, such as Caviar, botox-substitutes, OPC and phyto-hormones.

Treatments:

- Phyto-Sensation Anti-Aging
- Dermo-Relax treatment
- Caviar Deluxe treatment
- Anti-Hyperpigmentation treatment





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## »Man«

This line offers specific care for demanding male skin: The product formulas consider the special need and properties of male skin. Key technologies are phyto-stem cells and plant extracts.

Treatment:

- Anti-Stress treatment
- Cryogenic treatment





## »sensi-bel« (Delicate/ Couperosis)

»**sensi-bel Delicate**«: A special care line for long-term or temporarily hypersensitive skin. All products are dermatologically tested, free of colorants, perfume and official preservatives. Patented, skin-identical basis: DMS.

»**sensi-bel Couperosis**«: five products which work to stabilize the skin tissue as well as preventing inflammation and premature aging. The formulas have been developed to treat delicate skin with fragile capillaries, erythema and teleangiectasis.

Treatments:

- Hypersensitive/ Aloe Vera treatment
- Couperosis-Hydroprotective treatment





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A horizontal bar consisting of ten small squares in various colors: red, grey, pink, yellow, teal, blue, green, dark blue, light yellow, and orange.

## »ocula«

A complete eye cleansing and care line for the delicate, sensitive, vulnerable and often neglected skin around the eyes.

Line »ocula« achieves a successful balance of natural, skin identical especially compatible ingredients combined with effective, highly innovative yet non-irritant actives.

Treatments:

- multiactive eye contour collagen treatment
- eye contouring massage





## »intensa«

Special preparations are available for intensive treatment of particular skin problems. The line »intensa« offers a great variety of professional applications.

### *intensa* - MASK – AMPOULE - SPECIAL PROGRAMME

We have named treatments but the real asset is that the products of the different care lines are designed to be so compatible to each other that they can be combined freely. This allows composing personalized and ever new treatments.





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## *Line »A«*

Special preparations for skin with a tendency to inflammation and with a tendency to acne are provided by this care line.

Treatments:

- problem skin treatment
- cryogenic treatment





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»samtea« *body & balance*«

The concept of this complete body care line is designed to meet the requirements of successful problem zone as well as wellness care application.

Treatments:

- body firming treatment
- Wellness massage Inspiration





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## »sun«

The Sun Protection- and After Sun Care Line with 5 special preparations for a "healthy tanning". Valuable, essential protection- and care substances nourish your skin during and after sunbathing.

- protection system: UVA & UVB filters + natural cell protection complex
- free of mineral oil, PEG, emulsifiers and parabens
- does not contain colorants or fragrances



## *Professional key techniques*

- 1 - cream masks
- 2 - massage techniques
- 3 – alginate masks
- 4 – native-bio-matrix algae gel massage
- 5 – collagen fleeces Solid-bio-matrix
- 6 – thermo modellage gypsum mask
- 7 – Biomousse Cocoon



## Key techniques - cream masks

- ▶ **intensa special gentle mask:**
  - creamy and mild
- ▶ **intensa vitamin mask:**
  - rich
- ▶ **intensa refreshing mask:**
  - cooling moisture
- ▶ **intensa sea alga mask:**
  - invigorating
- ▶ **Bel Energen PHYTO-SENSATION replenishing mask with phyto-hormones**
- ▶ **sensi-bel Couperosis mask**



## *Key techniques - massage techniques*

- ▶ fanbrush massage
- ▶ Rosacea/ Couperose massage (lymphatic drainage & Dr. Söbye)
- ▶ eye contouring massage
- ▶ native-bio-matrix gel mask massage
- ▶ body firming massage
- ▶ wellness inspiration massage



## Key techniques - alginates

- ▶ *intensa* PhysioMarine Caviar Balance Complex
- ▶ *intensa* PhysioMarine Age Control – *Vital C*
- ▶ *intensa* PhysioMarine PhytoCell
- ▶ *MAN* Anti-Stress peel-off mask
- ▶ *sensi-bel* Couperosis peel-off mask

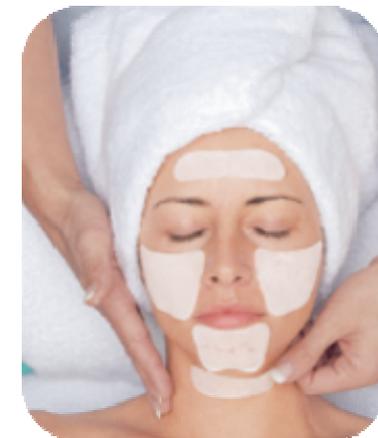
- 30 g powder in a sachet
- is to be mixed with water and forms a rubber-like peel-off mask
- moisturizing
- occlusive effect
- tightens the skin structure
- easy application – striking effect
- does not contain any preservatives



## Key techniques - native-bio-matrix



- ▶ Unique **oil-free** massage product from **pure plant origin**.
- ▶ Based on the **salt of alginic acid** (sodium alginate)
- ▶ and a skin-compatible extract from olive-oil (**phytosqualan**)
  - freeze-dried, refined algae massage product
  - open porous 3 D-matrix of polysaccharides from algae
  - pure marine origin
  - highly concentrated alginic acid
  - large amount of vitamins & carbohydrates
  - long lasting hydration effect
  - protective, smoothing, detoxifying
  - excellent carrier of active ingredients
  - can be customized for individual needs  
(e.g. all dehydrated skin types, Periorale Dermatitis, Rosacea, Impure or Acne-prone skin)



## *Key techniques - solid-bio-matrix*

- ▶ **Caviar** solid-bio-matrix
  - ▶ **Aloe Vera** solid-bio-matrix
  - ▶ **Ginkgo Biloba** solid-bio-matrix
  - ▶ **Dermo-Relax** solid-bio-matrix
  - ▶ **Procell** solid-bio-matrix
- 
- freeze-dried collagen face mask
  - open porous 3 D-matrix of bovine collagen
  - billions of aggregated collagen molecules
  - insoluble collagen fibers with intact (native) triple helix structure
  - super moisturizer – a quick refresh
  - counteracts redness, burns & itching
  - supports skin's re-epithelisation



## *Key techniques - thermo modellage*

- ▶ **the “queen of all treatments”**
- ▶ **exclusively natural minerals**
- ▶ recommended for all skin types, face and body treatment
- ▶ does not contain any preservatives or bonding agents
- ▶ stimulates biochemical reactions and blood supply
- ▶ high intake of substances, activating all skin functions
- ▶ relaxing and warming of all muscles
- ▶ increases the absorption of active substances
- ▶ supports tonus and turgor
- ▶ visible improvement



*Thank you for your attention!*



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