

## A breath of oxygen from Switzerland

Born in Switzerland, TASK essential has naturally inherited Swiss cosmetics expertise. Indeed, although Switzerland is famous for its accurate timepieces and its delicious chocolate, it is also reputed for the quality of its cosmetics.

Launched in 2004, TASK essential offers an innovation in the cosmetics market with a range of products, created in Switzerland\* and exclusively designed for men, which combine oxygen molecules with plant, fruits and vitamins extracts.

Oxygen plays a vital role in the life of the skin's cells. These cells, very numerous and particularly active in men, are huge consumers of oxygen. Skin aging, pollution, stress and smoking are all factors contributing to the increasing rarity of the oxygen, which nourishes them.

Aware of this, and anxious to offer products adapted to male skin, TASK essential has developed an original product range, enriched with oxygen molecules.

## TASK captures oxygen to liberate men's skin

Encapsulated in the Perfluorodecalin, oxygen (OCFS\*\* system) is carried to the epidermal cells. Perfluorodecalin is used for biomedical as well as cosmetic applications. It imitates the function of haemoglobin and thus carries oxygen to the body's cells. By way of example, Perfluorodecalin is used in treating major burns (Hyperbaric Oxygen Therapy - HBOT) to reduce oedema and preserve tissue.

The consequence of the optimal oxygen content is an increase in the production of collagen. Skin hydration has been tested using an emulsion containing oxygen and Perfluorodecalin: the skin is more radiant and the results in terms of a reduction in the number of wrinkles are convincing.

Unlike known moisturizing creams, hydration remained at a high level for several days. This is explained by the formation of an oxygen deposit on the external layers of the skin.

\* All TASK essential products are developed, manufactured and packed in Switzerland  
\*\* OCFS: Oxygen Carrier Fluid System

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**TASK**   
essential  
MEN SKINCARE SPECIALIST


**NEW**

**NEW TIME  
SERUM**



**PRESS KIT**

swiss cosmetics 

 Edelweiss + Oxygen + vitamine C  
a high-tech concentrate

- \* **Edelweiss** : antioxidant power greater than vitamin E or retinol.
- \* Parabens free, PEG free, phenoxyethanol free.
- \* High impact packaging.
- \* Recommended retail price: 48€
- \* Tested under dermatological control.



Always ahead of the field, this year TASK essential presents a revitalising serum with edelweiss extracts, enriched with oxygen and a new generation of vitamin C.

Innovative in both its formula and its packaging, and very simple to use, New Time Serum uses active ingredients that are recognized as being effective, and is in step with consumers' bio-environmental expectations: parabens free, phenoxyethanol free and PEG free ...

## NEW TIME SERUM\* for men

Edelweiss, known for its purity and remarkable resistance to the most extreme conditions, fights free radicals and environmental pollutants effectively: UV, pollution, tobacco...

Oxygen, combined with this new vitamin C from Japan:

- 1) moisturises the skin for longer (24 hours) and penetrates more deeply into the layers of the epidermis.
- 2) stimulates collagen production and compensates the loss of elastin, giving the skin back its elasticity and natural radiance.

Finally, a new generation of active ingredients (peptides and oligopeptides), that have been awarded a prize at the "Swiss technology awards", is used: they smooth the skin and reduce signs of aging by imitating muscle contraction and by stimulating collagen synthesis.

After 28 days treatment, a 50% reduction in lines is noticeable.

The airless high-tech packaging is the best innovation for ergonomics, ease of use and product conservation.

The aluminium pocket system lets you keep the product under the best hygienic conditions, in order to limit the use of preservatives.

Designed for active urban dwellers, this premium product, suitable for all ages and accessible to all, is set to rapidly become a must-have item in the male skincare and grooming!

Apply night and morning on the face and neck after cleansing, follow with your regular TASK essential moisturiser (Age Redeem or Skin Feed).

