



Epigeneva is a new novel skin care that focuses on epigenetics.

# A Beautiful Idea

Long-time cosmetic industry executive launches Epigeneva skin care.

By Tom Branna • Editorial Director

ALEX RIO HAS BEEN INVOLVED in every stage of cosmetic development before a product gets to the consumer. Now the executive, who built a solid career with companies like BASF, is front and center at end of the supply chain with Epigeneva, a novel skin line that he maintains harnesses the power of technology, while focusing on epigenetics.

While Rio's experience includes the ingredient supply side of the beauty business, it wasn't time inside the lab that prompted him to launch a skin care brand.

"It all started with nature, and I like to say wild nature," Rio told Happi. "Nature is my muse. It is relaxing and extremely interesting to watch. This begins with animals and their behavior. When we take the time to observe and examine them more in-depth, we see that they are quite amazing. In my opinion, animals represent an ultimate truth and we should learn from them."

Rio took his time getting the line off the ground.

"The creation process is very complex, and it took me three years to work in Switzerland to build the brand and its products. I selected with extreme care all my ingredients, packaging and partners in this life-changing project."

According to Rio, Epigeneva is based

on the idea of "Primum non nocere," or first, do not harm.

## Inspired by Nature

"We design our products with a focus on sustainability," Rio said, noting that he was inspired by the behavior of hummingbirds—which are feature on the brand's packaging, which includes cardboard from sustainably managed forests, natural inks and recyclable glass jars.

According to Rio, although skin's nature is determined by its biological heritage, it is also influenced by diverse experiences from birth onward—think environmental and personal stress.

"Epigeneva influences life's destiny by positively energizing the skin and the mind. Inspired by the epigenetic lifestyle of nature's heroes, Epigeneva borrows the best ingredients from their diet, magnified by science to put them in exceptional formulas to enhance the skin," he said.

While observing phenomena such as cell regeneration, bioluminescence, thermoregulation and the "vitality detected in various animal species," Epigeneva brings innovation "by developing formulas that combine the latest scientific cosmetic technologies with organic elements that



Both the Multifunctional Energy Complex (left) and Piqué Tonifiant eye contour serum from Epigeneva contain sunflower shoots to preserve energy jeopardized by urban stress, hibiscus flower to soothe distressed skin and birch sap to provide skin with hydration and vitality.

make up the food chain used by nature's heroes, according to Rio.

## Flower Power

At the heart of every formula is Nactive, derived from calendula flowers, that Rio said drives the "little beauty switches that we sometimes neglect—long office hours, festive meal, forgotten gym session, city life, sleepless night with baby."

Nactive restores the synthesis of pro-collagen I and maintains the organization of elastin fibers.

In addition, the range incorporates Multifunctional Energy Complex, a trio of botanicals that Rio said took three years to identify. Suited for any type of skin, it is composed of:

- Young sunflower shoots that preserve skin energy production despite urban stress and prevent the negative effects of blue light from digital screens;
- Hibiscus flowers that soothe over-worked skin; and
- Birch sap, which provides vital hydration and vitality required to face the modern consumer's hectic daily schedule.

Those hero ingredients are used across the Epigeneva range, which currently includes night cream, gel cleanser, eye serum, day gel-balm and a beauty mist.

The brand is big on sensory experience, too.

For example, formulated with shea butter and an emollient derived from apricot oil, the night cream has a rich texture and signature fragrance (notes of hibiscus flower calyx, pomegranate, ginger and musk) that encourages a lengthy and relaxing massage on the skin, according to the brand.

In addition, the beauty mist, which is formulated with cranberry and rice floral water, is a multi-purpose product. Containing biosaccharide gum, which forms a second skin matrix that offers protection against most forms of urban and domestic pollution, the mist adds a great scent to the hair as well.

Knowing Rio's background in ingredient development and formulation, the brand has emphasized performance and validation through testing.

"We reach impressive efficacies and very unique 100% satisfaction rates for women who tried the day (after first application) and night (after 28 days) cream. Panel study was composed of 20 active women with urban lifestyles and skin types. Tests were carried out by dermatologist team in an evaluation laboratory in France. Results were obtained via a self-evaluation questionnaire submitted as part of a use test after the first application and at 28



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days, under dermatological control, on the 20 volunteers (30-50 years old)," noted Rio.

## Future Forward

Looking ahead, Rio is considering expanding the Epigeneva line with anti-aging and skin brightening products.

For now, the range is available in premium pharmacies and perfumeries in Switzerland in cities including Geneva, Lausanne, Montreux, Verbier, Zermatt, Gstaad and Interlaken. In addition, the brand's e-commerce store ships to any market. Rio told Happi that he wants to expand to Asian countries and the US and he is actively looking for partners in North America in premium marketplaces such as Manhattan.

An aggressive retail plan is backed by Rio's belief that the beauty business brings about positive change beyond appearance.

"Cosmetics are a true provider of self-confidence and self-esteem! The best you can do is to make other people's life better," he said. "At Epigeneva, we believe we can help all women in the world, we help women to see themselves as strong and beautiful. Confident, powerful and feminine, she is the most beautiful version of herself. We have developed specific application methods and new cosmetic routines that lead women to view themselves differently in a mirror. When confidence becomes beauty, self-assurance is your ultimate ally for confronting life, its challenges and embracing everything it has to offer." ●