

DERMIKA





DERMIKA

LUXURY SKIN CARE

luxury cosmetics for face and body care. It is a brand based on belief that femininity has many dimensions and its foundation lies in inner beauty, strength, self-confidence and independence. By helping our customers to feel beautiful and young regardless of their age, we strengthen this unique potential that lies dormant in every woman.

DERMIKA



WE LOVE WHAT WE DO

We combine professional knowledge of experts, we are inspired by nature and advanced technologies. We draw on the latest research and use the power of natural essences from plants, knowing that proper care is the best investment in the dazzling appearance of the skin.



BEAUTY IS STRENGTH

At Dermika, we believe that awareness of inner beauty is just as important as what we present on the outside.

DERMIKA

FEMININITY
STRENGTH
SELF-CONFIDENCE

Dermika supports modern women in discovering different dimensions of beauty, wisdom, strength and independence.





DERMIKA

WHY DERMIKA?

- Women want to feel beautiful no matter how old they are.
- Younger and younger consumers are turning to care products to counteract the effects of the passing time – they protect the skin from external irritants to enjoy radiant skin for as long as possible.
- More mature consumers are looking for products and product promises that will not remind them how old they are – because age is an asset not something they want to fight!

HOW TO RESPOND TO NEW CONSUMER NEEDS?

- Anti-aging claims will still be important, but they should focus on bringing out beauty and radiant skin regardless of the age.
- Active ingredients should bring out and protect natural beauty regardless of age.

DERMIKA

CUSTOMER PROFILE

A woman who cares about her beauty because she knows that it gives her strength and self-confidence.

She knows her worth but also wants to be admired for her style and appearance.

She is looking for products of the highest quality and proven effects.

We want her to be convinced that she is buying Dermika for herself because she deserves it. It's a thoughtful investment.

- The most **revelant group currently is 45-65**
- Possibility of recruiting more women 30+

A customer of the Dermika brand is looking for an effective cosmetic in a luxurious package.

This is a customer who is ready to pay a higher price for a cosmetic in exchange for its effectiveness.





DERMIKA

BENEFITS OF USE

Visible rejuvenating and improving effects.
Better appearance of the skin.

High quality and proven performance.

EMOTIONAL BENEFITS

I feel beautiful and strong.
I feel more confident taking care of myself.
I invest in my future and it gives me strength.



DERMIKA

LINES



Best seller



LUXURY CERAMIDES

Let yourself be pampered by the extremely sensual and rich formulas of the new, anti-wrinkle creams Of Luxury Ceramides. Luxurious and nourishing ceramides will regenerate and restore the comfort of the skin, and technologically advanced peptides will reduce the visibility of wrinkles.

Best seller



LUXURY PLACENTA

Dermika Luxury Placenta takes facial care to another, more perfect dimension to effectively stop time and improve the appearance of mature skin. Luxurious, dense and creamy formulas seduce with a wealth of active ingredients, allowing you to enjoy beautiful and firm skin longer, regardless of age.



LUXURY GOLD 24K

The DERMIKA LUXURY GOLD 24K line is an intensive and comprehensive rejuvenating treatment. Formulas with Total Benefit comprehensive renewal technology provide multidimensional benefits, harmonizing with the needs of your skin. Enriched with pure, 24-carat gold.

Best seller



LUXURY CAVIAR

DERMIKA LUXURY CAVIAR is a noble combination of precious extracts and black pearl with carefully selected active ingredients that effectively help to resist the effects of passing time by restoring a youthful glow to mature skin.



INSOMNIA

When you sleep, key processes take place in the skin. Imagine how the valuable ingredients of INSOMNIA night care products work to make your skin look radiant, fresh and young in the morning. INSOMNIA is a line inspired by the circadian rhythm of our body.

Best seller



LUXURY NEOCOLLAGEN

Dermika Neocollagen is a series of effective cosmetics addressed to women aged 50-70+, which makes you look and feel beautiful regardless of age. It is a breakthrough care based on ingredients that rebuild as many as 5 types of collagen to improve skin density.



ESTHETIC SOLUTIONS

It is an advanced line of anti-wrinkle preparations, based on professional active ingredients with superpower, used in high concentrations, selected by cosmetologists to achieve a higher level of aesthetics and skin quality.



BLOOMING SKIN

Dermika Blooming Skin is the strength of plant active ingredients: hibiscus extract and cactus seed oil. Provide your skin with advanced hydration, smoothness, antioxidant protection and reduction of the first signs of skin aging.



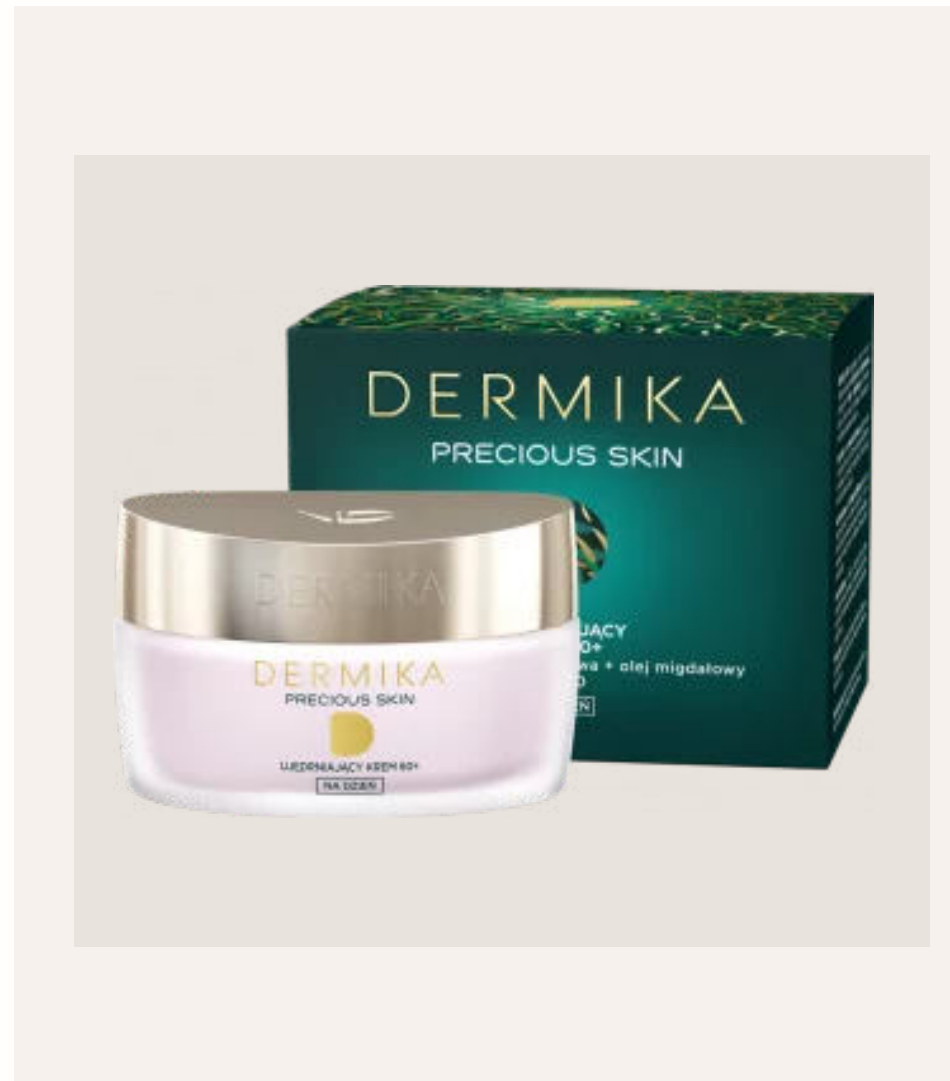
SKIN GENESIS

The Skin Genesis line was created for women who, when choosing care products, are guided primarily by their naturalness. In the vegan formula of Skin Genesis, we combined an extract of natural moss and volcanic thermal water rich in natural microelements.



CLEAN INTELLIGENCE

Dermika Clean Intelligence is line consists of intelligent cleansers & make-up removers containing prebiotics that supports the skin microbiome.



PRECIOUS SKIN

Dermika Precious Skin is a luxurious and sensual care for mature skin, based on valuable ingredients of natural origin. Enjoy a healthy and radiant complexion.



100% FOR MEN

The line dedicated to men that are aware of the needs of their skin. 100% for Men line focuses on meeting unique expectations of men and was created in Dermika's laboratories. The creams provide effective anti-aging care, have light, friendly consistencies, are easy to apply and absorb quickly.

DERMIKA



Vogue Poland Beauty Awards

35 categories, a jury composed of experts and influential personalities of the beauty world, hundreds of products, from which only the best ones can be selected.

Polish product of the year **Dermika Luxury Caviar cream**

Druga edycja

VOGUE
POLSKA
BEAUTY
AWARDS
2022

DERMIKA

BEAUTY IS STRENGTH

It's the look, the charm and the allure but also the awareness of being beautiful inside.

We believe that Dermika should represent the values associated with strong and intelligent women, which means supporting women's achievements and strength.

Dermika believes that beauty is in every woman, REGARDLESS OF AGE.





www.dermika.pl



[dermika_polska](https://www.instagram.com/dermika_polska)



[dermika](https://www.facebook.com/dermika)