

**asfil'**  
PHYSIOLOGICAL COSMETICS

Cosmeceuticals  
Corneotherapy  
Natural cosmetic



## 5 principles:

### Effective

Innovative formulas allow you to get effective formulations with bioavailable assets; thanks to the liposome delivery system the ingredient hits the target.

### Eco-friendly

We try to reduce the environmental footprint from production.

The packaging can be recycled, and we take the packaging from cosmetics back and reuse it. The raw materials are Ecocert and Cosmos certified.

### Economical

10 g corneocream for washing is enough for 21 days daily use. \*

### Exclusive

Cosmetics are made in small batches using semi-automatic equipment that implies careful quality control at all stages of production.

### Aesthetic

Our packaging will fall in love at first sight and will be a real decoration for your bathroom. And also our packaging is pleasant to use for cosmetics.

\* Based on research carried out by an internal laboratory.



Our natural products are based on the principle of corneotherapy, taking into account physiology of the skin.

Maintaining the lipid barrier is a priority for our products. Emphasis in care is shifted to the priority - cleansing. Cleansing without damaging the lipid barrier - maybe.



Physiological cleansing based on enzymes, hydrophilic systems and derivatives that do not interact with skin keratinocytes.



Fat-free serum formulation and emulsifier-free bases.



The assets are packaged in liposomes for improved delivery.



Corneoconception at every stage of skin care.



DMS structures for creams.

We have combined a valuable natural composition, corneotherapy and a physiological approach in «one bottle» for your health.

# WHO ARE WE?

Əsfil' – production of corneotherapy physiological cosmetics for face and body based on natural ingredients and innovative developments of scientists for work professional cosmetologists and home use.

Əsfil' on the modern market since 2016 and is a trademark.

Corneotherapy is the science of a healthy stratum corneum. Corneotherapy cosmetics are the most demanded and scientifically grounded, but difficult to implement from a technological point of view vision.

The mobility of our production allows create exclusive positions on the latest production technologies.





# ƏSFIL'® IS AN INDIE BRAND.

Indie from English independent.

We are distinguished by our independence of views skin care fundamentals and rely on innovative product formulas, modern developments scientists, using the experience of colleagues from foreign countries and our compatriots.

In addition to restoring and maintaining lipid the barrier, what the corneoconcept teaches us, it is necessary take into account the laws laid down in us nature - circadian rhythms. Components must be selected and shaped in such a way to be bioavailable. We took this feature into account and developed recipes based on this knowledge.

The composition solves the problem, does not fight it consequences, primarily due to strengthening and preserving the lipid barrier, which others do not.



# THE ESSENCE IS INSIDE

A voluminous meaning is embedded in these words the physical and spiritual essence of our product. We focus on content means, not form, and always prefer invest in the effectiveness of the formula.

## MISSION

Restore and maintain lipid barrier, give healthy skin to human was not distracted by her shortcomings and could quietly show inner peace through external beauty.

Əsfil' - is the embodiment of the perfect basic care that combines  
MULTIFUNCTIONALITY,  
COST - EFFECTIVENESS AND EFFICIENCY.

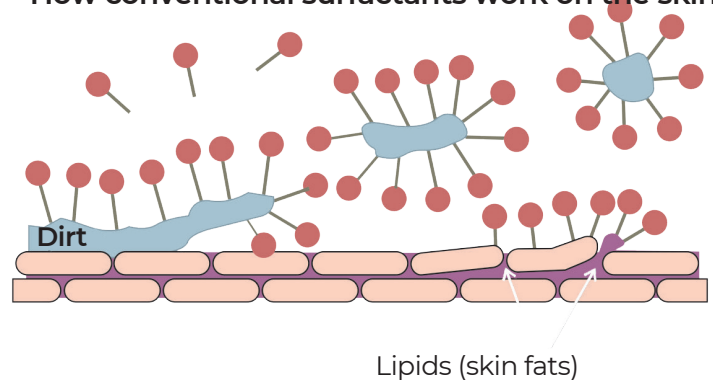


# EMPHASIS ON CLEANSING

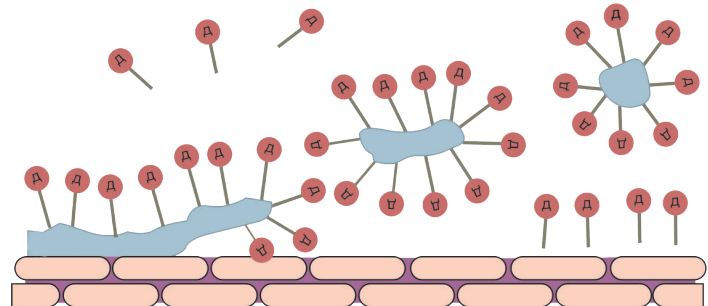
There is no point in quality cream if every day skin subjected to aggressive purification, which is one of the causes of lipid disorder barrier. Need to reduce contact skin with any surfactants in cleansing means or exclude it entirely from caregiving cream.

In the morning, corneocream for cleansing on based on enzymes or derivatives, not interacting with keratins skin, will remove as carefully as possible metabolic products. In the evening should be more intense cleansing using hydrophilic system, but without SURFACTANT. Hydrophilic corneocream removes makeup, excess sebum and pollutant.

How conventional surfactants work on the skin



How our surfactants work on the skin

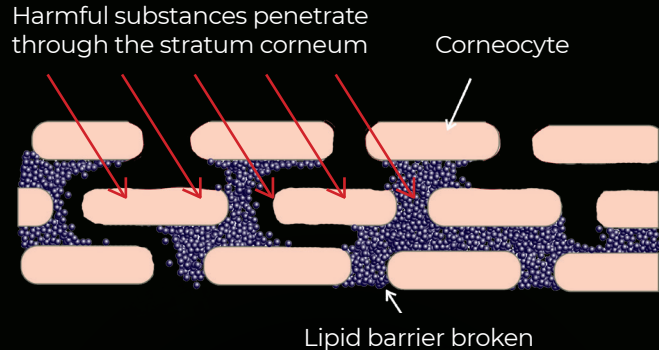


**Do not create ionic bonds with keratins skin and do not affect the lipid barrier**

# REVOLUTIONARY TECHNOLOGIES

The lipid barrier is similar brick wall, where the role bricks play skin cells, and cement between them – lipid protective layer. If removed lipid layer = cement, then protective the wall falls and does not protect the skin from aggressive external influence, and also skips the internal moisture out. Skin becomes sensitive and susceptible inflammation, impaired seboregulation, dehydration and early aging.

«Classic» emulsifier binds lipids with water and contains surfactants, which leads to destruction skin protective barrier



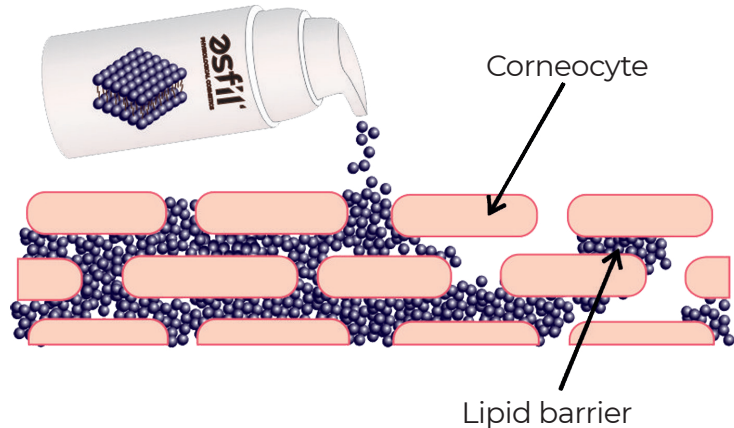
# WHAT DO WE OFFER? TECHNOLOGY OF DMS

## How does Əsfil' cream work

DMS-emulsion assembles in laboratory conditions and allows exclude the emulsifier from the cream.

The structure is very similar to stratum corneum of the skin barrier and with regard to chemical structure it correlates with natural ingredients skin. The composition of the emulsion has high natural relationship with lipid bilayers of the skin barrier, stabilizes transepidermal loss water and protects the skin from penetration of strangers substances.

## Restoration of the lipid barrier





# DAILY CLEANSING SYSTEM

A Healthy Lipid Barrier starts with proper physiological cleansing.

SMART-cleansing, which is already on the first stage of the care program takes care of the skin. Corneocream for cleansing and hydrophilic corneocream gives a cascade cleansing, which does not create a load on the lipid barrier and allows you to delicately remove makeup, products metabolism, excess sebum without provocation on additional sebum secretion.

Clean the skin of urban dust, but at the same time leave most of the lipids of the stratum corneum in place. Hydrophilic corneocream and corneocream for cleansing, several tasks are solved at once:

- cleansing;
- makeup removal;
- antioxidant system;
- additional care thanks to emollient and active substance.

Get acquainted with the full composition and action products can be found on the site [esfil.ru](http://esfil.ru)



# 0-1. Cleansing

Lamellar structure of cleaning agents with phospholipids and vitamin F restores the cell membrane, stops the free action radicals and reduces inflammation and skin irritation.

- Loss of transepidermal moisture reduced by 13% \*
- Skin elasticity improves by 19% \*

As cleaning ingredients an alternative to surfactants is used (including and natural): enzymes cheremois, hydrophilic systems, hydrolyzed proteins amaranth, new generation derivatives that provide physiological pH value and do not give interactions with skin keratins, most without affecting the lipid barrier during cleansing.

\* According to research internal laboratory.

## HYDROCREAM CLEANSING CREAM

Delicate cleansing of any type skin. Supports protective properties in the fight against external factors.

Assets: plant squalane, lavender phytodistylate, fruit enzyme concentrate, lecithin, bisabolol, l-arginine, extracts of sage, rosemary, lavender, nettle.



## DELICATE HYDROPHILIC HYDROSOFT+

It has an antioxidant and moisturizing effect. Recommended for skin prone to dryness. 30+

Assets: lamellar structure with vegetable lipids, vegetable squalane, cornflower hydrolate, hydrolyzed amaranth proteins, bisabolol, extracts of sage, rosemary, lavender.



## NORMA DERMALE CLEANSING CREAM

Membrane-lipid complex prevents destruction of the lipid barrier. Active antioxidant components begin to work already at the cleansing stage, protecting your skin is free radicals.

Assets: rose hydrolate, vegetable lecithin, gluconolactone, betaine.



## SEBUM CONTROL CLEANSING CREAM

Delicate and effective seboreregulatory cleansing for each day based on natural enzymes and soft PHA acid.

Assets: lavender hydrolate, fruit enzyme concentrate, mixture of salicylic acid esters, vegetable lecithin, gluconolactone.



## SOFT DERMALE CLEANSING CREAM

Keeps the balance of humidification skin. The membrane-lipid complex prevents the destruction of the lipid barrier.

Assets: lavender hydrolate, vegetable lecithin, natural polysaccharide, gluconolactone, betaine.



Full structures on the site

esfil.ru



# THE FOUNDATION CREATED BY NATURE

Highly concentrated essences with the right pH balance for each skin type. This product can be called the living water of plants. The high concentration of photocells and active substances in the composition of the tonic allows it to claim the title of toner or softer, but with a properly adjusted pH.

Tonics are created on the basis of hydrolate with a complex of phytodistillates<sup>1</sup>, CK-CO<sub>2</sub> extracts, aminoacids, prebiotic and silver concentrate.



<sup>1</sup> Phytodistillate is the living moisture of a plant with a 100% set of trace elements obtained by vacuum. Phytodistillate is NOT a hydrolate.

## 2. Toning

### More than just a tonic

Ideal preparation for the subsequent application of serums and creams.

The product can be used for application on the face with the help of fabric masks or to make a replacement in one part for dilution of dry cosmetic products (ubtans, alginates). In the summer, hot period, essences are used as an independent means for sunscreen without additional load on the skin in the form of serums and creams.



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#### NORMA DERMALE pH BALANCE TONIC



##### pH 5,0-5,5

Recommended for oily, normal and mature skin (35+). Lemon phytodistillate maintains skin elasticity, improves complexion. It has antiseptic and protective properties. Cotton extract helps to retain moisture in the skin, preventing its aging.

Assets: lemon phytodistillate, prebiotic, cotton extract, colloidal silver.



#### SEBUM CONTROL pH BALANCE TONIC



##### pH 3,8-4,5

It is recommended for problem skin of oily type. Enhances the acidic reaction of the upper layers, creating an unfavorable environment for the growth and development of microorganisms. Normalizes the sebaceous glands, improves the complexion. It has antiseptic and protective properties.

Assets: ginger phytodistillate, betulin, allantoin, silver citrate.

#### SOFT DERMALE pH BALANCE TONIC



##### pH 5,5-6,0

Recommended for dry, mature skin (35+). Rose phytodistillate in combination with cornflower hydrolate creates an environment for the correct microbiome of your skin. It has a moisturizing and soothing effect, helps to retain moisture in the skin, preventing its aging.

Assets: rose phytodistillate, amino acids of moisturizing factor, beta-glucan, sorbitol.



#### SOFT DERMALE+ pH BALANCE TONIC



##### pH 5,5-6,0

Reduce the reactivity of the skin, increasing the effectiveness of self-defense mechanisms. It gently affects the skin, eliminating allergic reactions, and also reduces puffiness, strengthens tissues, increases elasticity. Caffeoylquinic acids isolated from the Centella asiatica plant by special cellular technology fight the signs of rosacea.

Assets: chamomile phytodistillate, prebiotic, beta-glucan, Centella asiatica extract



# FAT-FREE CARE

Fat-free care is based on long-term studies and observations of skin biorhythms. Regular use of oil textures at night disrupts sebo-regulation and prevents natural processes from working adequately.

At night, the skin begins to actively work, self-clean, remove accumulated toxins in the body, produce sebum, normalizing the lipid balance. With such an active work of internal processes, it is better to refrain from using greasy creams. Lipids can block pores, which will slow down the excretory function. And if the balance of fatty acids of the cream is not adjusted, then you can not favorably affect the lipid barrier by adding unnecessary acids, thereby destroying it.

Fat-containing products are an excellent breeding ground for bacteria, and papules and pustules can occur when the pores are clogged. Our serums are not based on ordinary water, fatty acids that shift the balance and emulsifier, which can create.

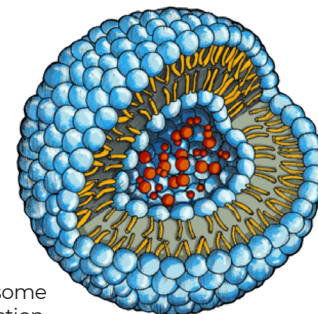
An additional load on the lipid barrier. But there are active components packed in a liposome that work in synergy with each other.





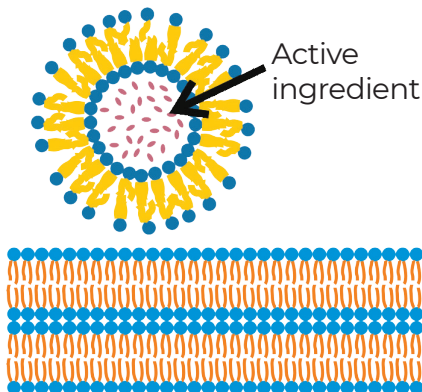
# LIPOSOMES IN CREAM

How active substances work in the root about the corneocream *Əsfil'*

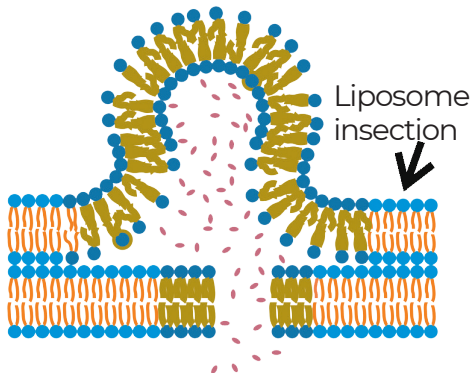


Liposome  
in section

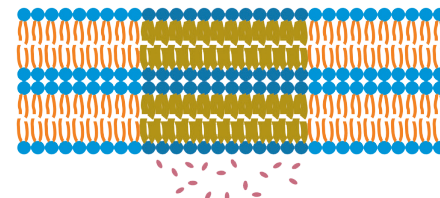
1. The liposome is in contact with the lipid layer



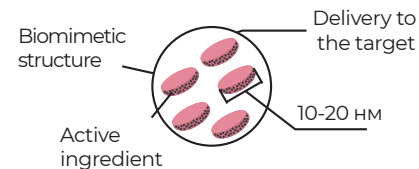
2. The liposome shell is mixed with the lipid layer lipid layer



3. The liposomal membrane dissolves in the lipid barrier, releasing the active components



«Smart» disks open when the pH changes



# 3. Serums

Serums can be used as an independent remedy without subsequent application of cream. Works great under alginate masks as a concentrate and enhancer. It is permissible to mix the serum with the cream emulsion to increase the effectiveness of the cream.

One bottle solves several problems at once. It can replace full-fledged care in a hot period



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## ORRAZEL' SERUM



Emulsion for restoring the stratum corneum. Fat-free serum with ceramides and biosaccharide resin helps to restore the protective barrier of the skin. Accelerates cellular metabolism, reduces dryness and irritation. The components included in this complex act synergistically and fight aging factors, dehydration, permeability and vulnerability to contamination. Synthesized ceramides are the only type of ceramides that are 100% embedded into the skin, because they are an imitation of ceramides of the skin. We use a mixed composition: synthesized ceramides and glycosphingolipids obtained from rice (a natural alternative to synthetic ceramides), which allows us to achieve effective results on the skin. Non-comedogenic.

**Assets:** Damask rose hydrolate, vitamins B5, PP, C (MAP), hyaluronic acid in liposomes, ceramide complex, mineral mixture, silk proteins.



## LUTADOREL' SERUM



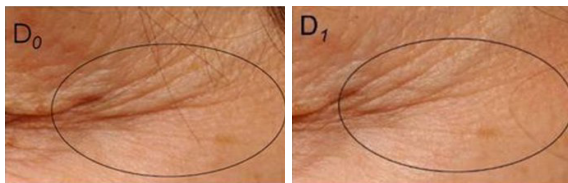
Fat-free serum with bioavailable active ingredients acts immediately on the root causes of «problems» with oily skin. Prevents excessive secretion of skin sebum and reduces the growth of bacteria leading to the formation of inflammation. Enzyme regulator - has a self-correcting effect. The prebiotic included in the composition regulates the natural ratio of microflora on the surface of the skin. The diatom algae complex moisturizes as much as possible, based on a molecular structure that ensures the penetration of water-soluble ingredients into the stratum corneum of the skin and deeper layers. The structure of the complex allows a long-term release of active moisturizers on the skin.

**Assets:** spruce hydrolate, oleanolic acid and larrea tridentata extract, complex of the molecular structure of diatoms, enzyme regulator, prebiotic, vitamins B5, PP, C (MAR) and hyaluronic acid in liposomes.

## 4. Corneokrem

- Supports the natural functions of the hydrolipidic film;
- prevents unwanted dehydration and premature aging of the skin;
- works in conjunction with the natural functions of the skin;
- allows active ingredients to penetrate deeper layers of the skin more easily;
- creates the necessary conditions for anti-aging care;
- fights inflammation;
- evidence-based assets.

Up to 50% reduction of the surface with wrinkles\*



\* According to research internal laboratory.



### DMS 03 FACE CREAM



The derma-membrane structure gradually releases active substances, which ensures a long-term effect of the assets. Corneo cream is multifunctional - it gives support to any type of skin. 30+. Regulates the optimal level of hydration, has a pronounced antioxidant and anti-aging effect. Restores and protects the functional barrier. It is acceptable to use for oily skin type with a broken lipid barrier.

**Assets:** stabilized superoxide dismutase, brown algae cell membrane extract, ceramide complex, biopeptide.



### ACTIVCREMEL EYE CREAM



The derma-membrane structure releases active substances gradually, which ensures a long-term effect of the assets. A physiological emulsion with a rejuvenating effect for the delicate skin around the eyes, enriched with squalane, liposomal vitamin C complex, hyaluronic acid and phospholipids for a fast and stable effect. Eliminates dark circles, increases hydration, restores elasticity and skin tone.

**Assets:** squalane, extract of watercress flowers, vitamin C in liposomes, hyaluronic acid in liposomes with 1% pure substance



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# Weekly cleansing

Soft surface exfoliation occurs due to a plant proteolytic enzyme that selectively destroys the connections of the root osmosis between damaged or dead cells, which provides excellent skin peeling and hydration.

- stimulates cell renewal and regeneration;
- brightens and smoothes the relief;
- enhances microcirculation;
- affects the hair follicle, partially destroying it, thinning the hair;
- prepares the skin for further procedures;
- does not depend on solar activity;
- all-season;
- can be used on any skin, including sensitive and skin with rosacea.



# 5. Enzyme exfoliants

The product is 2 in 1. It can be used as a delicate cleansing and / or a mask that has a keratolytic effect. The product is effective due to the synergy of powders and the plant enzyme-papain. Without damaging the integrity of the skin barrier, the powder absorbs sebum, helps to acquire an even tone, activates metabolic processes and cell regeneration.



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## NORMA DERMALE ENZYME EXFOLIANT Antioxidant



Plant prebiotic and polysaccharides restore immunity and maintain skin hydration even at the cleansing stage. It has a high antioxidant potential. Gently lowers the pH of the acidic mantle. Without abrasive and scrubbing particles. Does not foam.

Assets: rice powder, rose powder, licorice extract, strawberry powder, barley germ extract, dehydroquercin.

## SOFT DERMALE ENZYME EXFOLIANT Anti-pollution



Exhibits anti-age activity, protecting lipids on the skin surface, maintains skin hydration and improves its elasticity. Plant prebiotic and polysaccharides restore immunity and support the vital activity of cells under adverse environmental influences. It has a high antioxidant potential. Recommended for mature skin 35+. Without abrasive and scrubbing particles. Does not foam.

Assets: milkripeness oat extract, rice powder, dihydroquercetin with arabinogalactan.

## SEBUM CONTROL ENZYME EXFOLIANT Seboregulation



The composition has astringent effect, seboregulation, narrows enlarged pores, has a high antioxidant potential. Gently lowers the pH of the acidic mantle. Without abrasive and scrubbing particles. Does not foam.

Assets: rice powder, blackberry powder, willow bark extract, birchdyeextract

## SOFT DERMALE + ENZYME EXFOLIANT Microbiota Protection



Herbal pre- and probiotics have immunomodulatory properties, restore the natural ecosystem of healthy skin. Prevents lipid peroxidation. It has a high antioxidant potential. Recommended for sensitive skin. Without abrasive and scrubbing particles. Does not foam.

Assets: milk ripeness oat extract, rice powder, prebiotic, probiotic, polysaccharide, chamomile phytodistillate, beta-glucan, centellaasiatica extract.



# SOLID SHAMPOOS. SOAP



## NORMA DERMAL SHAMPOO

Gently and delicately cleanses the scalp. Phospholipids restore the barrier function of the skin. Sea buckthorn extract protects against the negative effects of the environment, gives hair elasticity, nourishes and protects the hairfollicles.



## SEBUM CONTROL SHAMPOO

Gently and delicately cleanses the scalp. Nettle extract has a seoregulatory effect. Phospholipids restore the barrier function of the skin. Hair stays clean and well-groomed for a longtime



## SOAP

100% handmade. It consists only of natural oils.

### DOES NOT contain:

- ✗ emulsifiers
- ✗ structure-forming agents,
- ✗ preservatives
- ✗ animal fats
- ✗ dyes
- ✗ alcohol.



## HAND CREAM LIPID LAVENDER

Restores the protective barrier and soothes the damaged skin of the hands. With regular use, intensive recovery of very dry and dehydrated skin of the hands is noted



## HAND CREAM HAMP&WHEAT

Softens the skin of the hands, restores smoothness and elasticity. Daily use of the cream restores the protective barrier of the skin and prevents the appearance of dryness.



# OIL-BALM. LIP BALM



## OIL-BALM VIVACIOUS



Nourishes, heals and protects the skin. It does not contain essential oils. Promotes healing of wounds and erosions on the skin and mucous membranes after injuries, burns and inflammatory processes. Soothes, relieves itching, redness and swelling after allergic manifestations on the skin. Does not contain essential oils.



## OIL-BALM LAVENDER



Lavender lipids, which are part of balsam oil, have a softening, wound healing, anti-inflammatory, moisture-retaining effect. Active against herpes. Made without the use of flavors and preservatives.



## LIP BALM MALE THE COMPOSITION OF THE MEN

This balm includes a large amount of care oils, which allows you to protect and nourish the lips of men who need care and care more than women.



## LIP BALM MARUSYA

A universal remedy for protecting thin skin from adverse external conditions. Without flavorings.



## LIP BALM STRAWBERRY

Instantly nourishes, makes lips soft and elastic. Perfectly heals, restores velvety lips. The balm gives a soft natural shine due to natural ingredients.



## LIP BALM CHOCOLATE

Cocoa butter intensively nourishes and protects the lips, and Shea butter improves the appearance, making the lips soft and velvety, healing and moisturizing thin skin.

Do you have dryness, tightness, peeling skin after cleansing?

YES

**You're our client.**

The lipid barrier is broken!

A broken lipid barrier is one of the root causes of many skin problems:

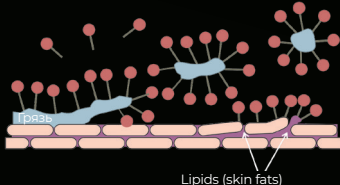
- Transepidermal moisture loss, dehydrating;
- Small wrinkles, early aging;
- Inflammation, papules and pustules;
- Seboregulation disorder and hypersecretion of sebaceous glands;
- Weakening of local immunity and as a consequence - provocation of acne;
- Increased skin sensitivity with excessive dryness, atopicity and xerosis.

## What we offer

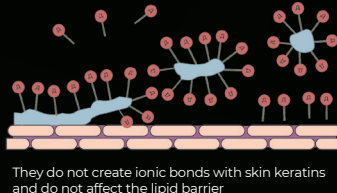
### 1. Cleansing without damaging the lipid barrier

- We use the next generation derivatives which do not create ionic bonds with skin keratins, thereby does not affect the lipid barrier.
- We use enzymes and hydrophilic cleaning systems

How conventional surfactants work on the skin

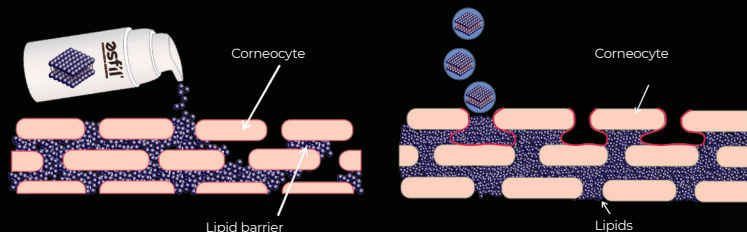


How our surfactants work on the skin



### 2. Physiological care «understandable» to skin.

We use dermal membrane structures (DMS) in emulsions. DMS release the active substances gradually and provide long-term effect.

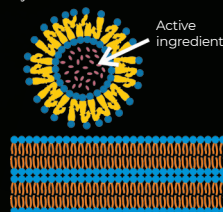


### 3. Liposomes (for water-soluble substances) and nanoparticles (for fat-soluble) quickly «release» their contents within or below the stratum corneum.

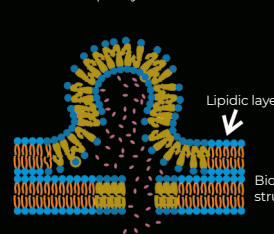
## How the liposome works

Penetration of assets through the cell membrane.

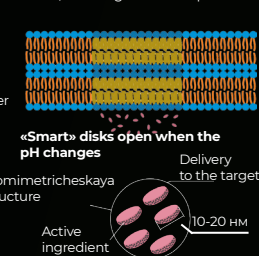
1. Liposome touches with lipid layer



2. The liposome shell is mixed with the lipid layer



3. Liposomal sheath dissolves in the lipid barrier, releasing active components



→ **NO**

Do you wash your face with foam, gel, micellar water, soap, foaming powder?

**YES**

**You're our client.**

All of these products are based on surfactants. Surfactants wash away the lipids of the skin. This leads to disruption of the lipid barrier.

→ **NO**

You wash your face milk for washing?

Is there in the composition of this cleansing milk surfactants?

**YES**

**NO**

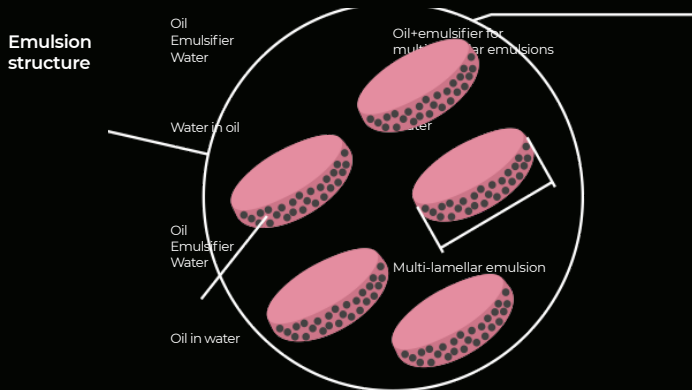
Do you use the cream?

The classic emulsifier binds lipids to water, this leads to a violation of the lipid barrier.

## What we offer. How cream works **osfil**

The DMS emulsion is more compatible with the physiological properties of the skin than well known O/W (oil-in-water) or W/O (water in oil) emulsions. The peculiarity of DMS cream is that its structure is very similar to the cornea skin barrier layer and with respect to chemical structure, it correlates with natural skin components. DMS technologies allow to exclude emulsifier while lamellar structures use it.

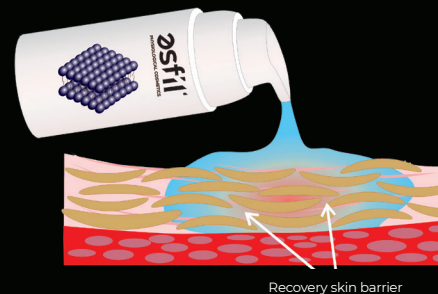
Emulsion composition has high natural affinity with skin barrier lipid bilayers, stabilizes transepidermal water loss and protects the skin from ingress by strangers substances.



Oil+lipid composition

Water

Derma Membrane Structure





Own  
production



More than 7 years of working  
with recipes and regular  
customers



Formulation development  
by a technologist with  
knowledge of cosmetology



Individual approach  
to each client



Corneotherapy approach



Physiological composition



Effective concentrations of  
active substances



Always fresh batches  
to order



Derma-membrane  
structures of creams



Use of evidence-based  
assets



The active components are  
packed in liposomes



Cosmetics correspond to  
the bio concept

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