



ARGILA 100% NATURALA

**ASLAVITAL**  
MINERALACTIV

# ***Brand story***





# Content

- I Our history
- II Brand positioning
- III Pillars of Aslavital brand
- IV Mission and values
- V Story of our brand
- VI Declination of our story in communication





# I. Our history

- ✓ 1980 - The geriatric product Aslavital was developed by Ana Aslan
- ✓ 2001 – Farmec launches the first cosmetic line based on Clay, Aslavital. The clay comes from the Pădurea Craiului Mountains.
- ✓ 2012 - Aslavital Mineralactiv is launched on the market, a complete range of products targeted to sensitive skin, being hypoallergenic and paraben free.
- ✓ 2018 – Aslavital Mineralactiv is relaunched on the market, offering a full skin care program, high compatibility with all consumer categories, starting with 25+, including the complex issues of sensitive skin. These benefits are due to the unique combination of Natural clay from Padurea Craiului Mountains purified marine glycogen - Cobiodefender EMR and Ferulan complex, rich in Ferulic Acid.

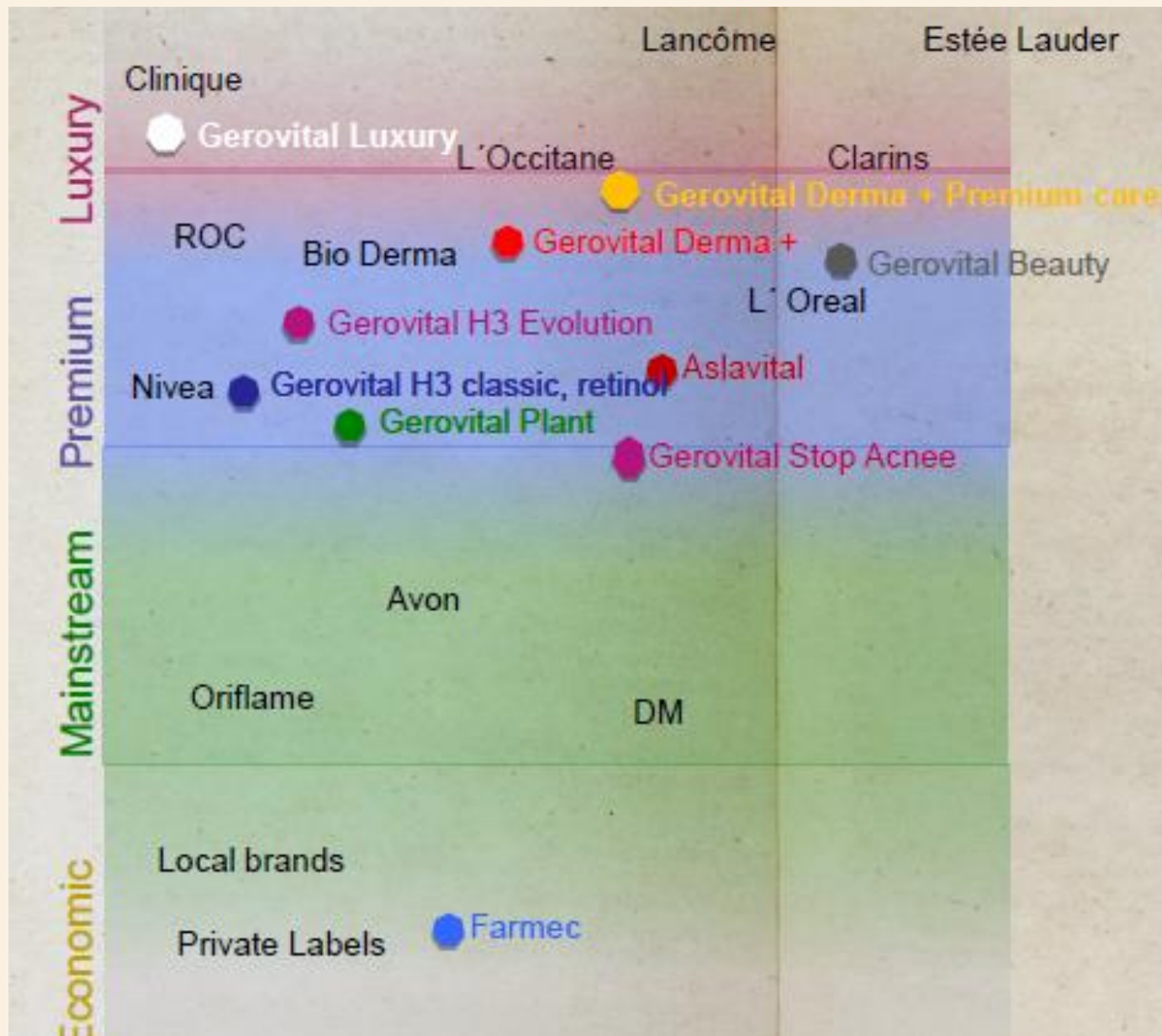


# II. Brand positioning



ARGILA 100% NATURALA

**ASLAVITAL**  
MINERALACTIV





## III. Pillars of Aslavital brand

### Ana Aslan

- ✓ **Passionate about her work**
  - ✓ Declared a “war against ageing”
- ✓ **Developed the first anti-ageing concept in the world**
  - ✓ Developing a new life philosophy
- ✓ **Developed in 1980 the geriatric product Aslavital**

### Clay

- ✓ **Unique ingredient:**  
**100% natural Clay from Muntii Padurea Craiului, Romanian mountains**
- ✓ **The most powerful nutrient in the world:**  
**11 essential minerals and 22 oligoelements**
- ✓ **Has mineralizing, regenerating, energizing, antioxidant effects**

### Science

- ✓ **Discovery**
- ✓ **Innovation**
- ✓ **Original formulas**
- ✓ **Cobiodefender ERM**



## IV. Mission and values

- **Mission:** To continue, through our specialists and researchers, the work of Ana Aslan, the fight against the problems of sensitive skin and to help women be beautiful and confident in every moment of their lives
- **Values:**
  - ✓ **Nature** - using natural ingredients (Clay, Goji extract)
  - ✓ **Youth** - focused to keep the skin young and healthy
  - ✓ **Knowledge** - clinically proven efficiency of the products
  - ✓ **Honesty** - we are a trustworthy brand
  - ✓ **Passion** - dedicated researchers and beauty specialists



ARGILA 100% NATURALA

**ASLAVITAL**  
MINERALACTIV

## V. Story of our brand

### **Aslavital – nature knows the way to beauty**

Following the work of Ana Aslan, our specialists have tried to find a solution, not only for aging skin, but also for sensitive skin, a problem very common among women nowadays, especially due to urban pollution.

Given the excellent properties of Clay, the researchers have developed a range of products unique in Romania, having as main ingredient the Clay from Pădurea Craiului Mountains. As the years went by, they have improved the initial formulation, by adding Cobiodefender ERM.



## VI. Declination of our story in communication

**Our brand statement** -> ***Aslavital – nature knows the way to beauty***, highlights the differentiator of this brand, which is based on 100% natural clay

-> appears on all the materials: catalogues, brochures, flyers, promotional materials, TV commercial