

## NOVA PRODUCT LINE

### What is the effectiveness of the product line based on?

The effectiveness of the NOVA product line is based on several powerful, natural raw materials that work in synergy with one another. Studies have shown that the combination of these ingredients effectively provides vitality deep into the skin's renewing layers in a natural way. In studies, the products have been observed to have a strong effect on improving skin condition, hydration and elasticity in both people with normal and with problematic skin.

The product line contains plenty of natural raw materials that are beneficial for the skin. Here we mention a few of them:

#### **BT, i.e. L-carnitine**

enhances the cells' energy metabolism by transporting fatty acids into the cells' mitochondria to be used for energy production. Thus, BT has an important role in supporting the metabolism of skin cells and improving the skin's fat metabolism. In addition to these effects, BT also has anti-inflammatory effects.

#### **B13, i.e. orotic acid**

is part of the cells' natural metabolism. It supports and enhances the cells' energy metabolism and renewal and contributes, among other things, to the repair of the skin.

#### **GPE, i.e. Glycerophosphorylethanolamine**

has an important role in maintaining the well-being of cells. GPE participates in the construction and renewal of the cell membrane on the surface of the cells. Therefore, it supports the structure of skin cells, significantly increasing the skin's moisture balance and elasticity.

#### **Rosa Damascena = Rose water**

Rose water is a luxury ingredient in skin care that is particularly suitable for sensitive and reactive skin. It calms the skin through its anti-inflammatory effects, but all skin types benefit from this property in skin care. Rose water is mildly acidic and is well suited to maintaining the skin's natural pH balance.

### **Betula Pendula = Birch sap extract**

Finnish silver birch sap has a strong moisturizing and revitalising effect on the skin, which makes it an ideal ingredient for the treatment essence (NOVA 1). In addition to its moisturizing properties, it also contains plenty of skin-nourishing ingredients and antioxidants, which also help the ingredients in the serum (NOVA 2) to be absorbed deep into the skin.

### **Calendula Officinalis = Calendula extract**

Calendula is a raw material commonly used in natural cosmetics due to its effective and versatile effects on the skin. Calendula soothes the skin, prevents inflammation and promotes skin healing. It has been added to the treatment essence (NOVA 1) especially because of its moisturizing effect and its ability to enhance the absorption of other ingredients.

### **Xylitol = Xylitol, i.e. birch sugar**

Xylitol is known in skin care particularly for its moisturizing effect. It is a powerful humectant, i.e. it is able to attract water and bind it also into the skin. In this way, the serum (NOVA 2) gains a strong, long-lasting, moisture-enhancing effect. Xylitol also strengthens the skin's protective barrier.

### **Vaccinium Myrtillus = Wild blueberry extract**

Wild blueberry is suitable as an ingredient for all skin types. It is gentle for sensitive skin, improves the skin's barrier function and moisturizes dry skin. It is also suitable for acne-prone skin, as it does not clog pores and reduces inflammation. In addition to these properties, blueberry brightens the skin and evens out the skin tone, making the skin look beautiful and healthy.

### **Squalane**

Squalane is a light, oily, skin-friendly substance that closely resembles squalene, which occurs in the skin and in sebum. Squalane very effectively prevents moisture from evaporating from the skin without clogging the pores, making the skin feel silky. For this reason, squalane is an excellent ingredient for the face cream (NOVA 3). Squalane also has skin-soothing effects and is suitable for all skin types.

### **Butyrospermum Parkii Butter = Shea butter**

Shea butter forms a protective, film-like surface on the skin that prevents moisture from evaporating from the skin, which is why it is a good addition to the face cream

(NOVA 3). Shea butter is a very moisturizing and skin-nourishing natural fat that also contains natural vitamins such as vitamins A and E.

### **Jojoba oil = Jojoba oil**

Jojoba oil is one of the most valued and versatile oils in skin care. It is suitable for all skin types, as its composition is similar to the skin's own sebum, which is why the skin particularly benefits from it. Jojoba oil is an effective deep moisturizer for the skin, but it also helps to lock moisture deep into the skin, which is why it is an excellent ingredient for the face cream (NOVA 3). Jojoba oil also makes the skin soft and elastic.

### **What is patented in the NOVA product line?**

The NOVA patent is the combination of raw materials that contains three ingredients that promote skin health and well-being:

- BT, i.e. L-carnitine
- B13, i.e. orotic acid

GPE, i.e. Glycerophosphorylethanolamine

In addition to the combination of these raw materials, the mechanism of action that promotes skin health and well-being formed by them is included in our patent.

### **What makes NOVA products different compared to other skin care lines?**

The effectiveness of the products is based on the fact that they support skin renewal and vitality in the deep layers, which produces long-lasting and visible results on the skin.

### **The power of northern nature combined with science:**

NOVA products contain carefully selected natural ingredients, such as arctic berries and herbs, whose antioxidant and nourishing properties work synergistically with the patented BT, B13 and GPE compounds. This unique composition creates a completely new kind of strong foundation for your skin and beauty care routine, where science works together with natural raw materials.

### **Who are the product line and products suitable for?**

The products have been tested on men and women of different ages with different skin types, all of whom have benefited from using the products.

NOVA's unique effect supports the vitality of the deep layers of the skin, so that the skin renews itself naturally, but more effectively than before. Therefore, NOVA helps the skin to repair itself and reduces various skin problems regardless of skin type.

In addition to this, the different ingredients of the innovation affect different skin types; for example, B13 affects especially oily and acne-prone skin, and GPE dry and atopic skin, but their effects are beneficial to the skin well-being of all skin types. Therefore, we can say that our product line is suitable for everyone.

### **Sensitive skin?**

The effect of the products is based on increasing the vitality of stem cells, which supports skin renewal in a natural way. Therefore, the products are also suitable for sensitive skin and for long-term use. The products make the skin not only healthier but also stronger, so that the skin reacts less readily to changes. They reduce symptoms of sensitive skin, such as redness and swelling, through their anti-inflammatory effect.

The product line is designed so that it combines effective but safe natural ingredients, and it does not contain, for example, exfoliating or irritating ingredients that could be harmful for sensitive skin.

### **Acne-prone skin?**

NOVA products cleanse the skin effectively but gently. They support the skin's natural cleansing process, reduce inflammation and improve the cells' fat metabolism and thus ease the symptoms of acne.

In addition, the strongly moisturizing effect of the products partly eases the problems of acne-prone skin. The products support skin renewal, and we have also seen how they can fade permanent marks such as scars from the skin.

### **Atopic skin?**

The products have a strong effect on improving skin condition, i.e. reducing transepidermal water loss and increasing skin hydration. These effects have also

been demonstrated in studies on atopic individuals. The products support the long-term increase of skin well-being also in people with atopic skin and prevent the formation of dry atopic skin areas. People with atopic skin also benefit from the anti-inflammatory and antioxidant effects of the products.

The products do not contain medicinal ingredients such as cortisone.

### **Who should avoid the products?**

Our product line is Finnish, effective yet gentle natural cosmetics, which according to research and user experiences are suitable for everyone.

### **Can young people / adults / elderly people use the products?**

The products are suitable for use by all age groups for whom skin care is generally recommended, and people of all ages can benefit from them according to the needs of their skin type or their skin problems. Our skin is constantly renewing itself, and our products support the renewal process through a unique vitality that is transmitted to the deep skin layers.

The products also reduce visible signs of aging on the skin, such as fine lines and wrinkles, as well as color and texture changes of the skin, so they can also provide cosmetic benefits for signs of aging. For adults, NOVA products can help to prevent the formation of these signs of aging.

NOVA products are also suitable for use by young people whose skin already needs cosmetic products, for example during puberty or on its threshold. Please note that the skin of normal-skinned children does not need skin care products.

### **Can the products be used during pregnancy and breastfeeding?**

NOVA is a product line of natural cosmetics manufactured in Finland which does not contain ingredients that could be harmful during pregnancy or breastfeeding.

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## USE OF THE NOVA PRODUCT LINE

### Recommended use of the products

Use the products morning and evening always on clean facial skin and the décolletage area, and on other skin areas as needed. In this way, your skin will receive ingredients that support well-being and protection around the clock.

### Instructions for use

#### Treatment essence

Apply a thin layer of treatment essence over the entire face. There is enough of it when the face feels moist. Allow it to absorb for about one minute, but so that the face is still moist when you next apply the serum to the face.

#### Serum

Apply a thin layer over the entire face. The serum first feels gel-like, but after a few minutes the surface of the skin becomes slightly tacky, after which you can apply the cream to the face. The tacky surface of the serum helps the cream stay on the face throughout the day.

#### Cream

Apply a thin layer over the entire face. The cream spreads silkily on the face and after a few minutes a thin and flexible, yet breathable film forms on the face. This film helps the active ingredients brought to the skin via the treatment essence and serum stay on the face, so that they act on the skin throughout the day. The formed film also protects the skin, for example, from impurities in the air.

### How much product should be used at a time?

The products are in pump bottles that dispense the products for you. Depending on the condition of your skin, you can use from one to three pumps. Usually, for adult skin, two pumps of each product is a sufficient amount.

If your skin is especially dry and in need of additional hydration, for example the treatment essence can be layered on the face by first applying one layer and waiting a moment for the product to absorb a little, while the skin is still moist, and then

applying another layer of the treatment essence. After this, apply the serum and cream as normal.

### **Is it normal that a light film can be felt on the skin after applying the product?**

Yes, it is completely normal. NOVA products form a thin, protective yet breathable film on the skin, which supports the long-term absorption of active ingredients and gives the skin a silky surface. The film evens out gradually after application and becomes unnoticeable. If your skin type is dry, the film may feel a little tight during the first uses, but the feeling disappears during long-term use as the skin starts to increase moisture effectively.

### **Can the use of the products cause skin reactions?**

Some users may experience a so-called purging reaction 2–4 weeks after starting use. This means that the skin starts to renew itself and impurities may temporarily rise to the surface before the condition of the skin clearly improves. The reaction is common and generally the strongest on acne-prone skin, whereas on atopic skin the reaction is often milder or does not occur at all.

The cleansing of the skin is an important process that maintains skin health and prevents many skin problems. The skin cleansing caused by NOVA products is gentle. The products cause sebum to rise to the surface of the skin, which can appear as small white dots that usually disappear within a few days. The products do not cause clogging of the skin or, for example, pimples on the skin, nor do they worsen already existing pimples. Skin cleansing also helps the skin to look healthier and more radiant.

### **Can the products be used under makeup?**

Yes, they can. The products work excellently under makeup. For best results, let the products absorb for at least ten minutes before applying makeup, but the time may be individual and depend on skin type. In this way, a beautiful and even surface is formed on the skin and the skin looks well and radiant.

A common problem with all cosmetic products can be the so-called rolling of the makeup base. This is because skin care has not had enough time to absorb into the skin before applying foundation, causing the foundation to mix with skin care

products. The functionality of the products under makeup has been tested with several different foundations and makeup base products.

### **Are the products suitable for use with other skin care products?**

The product line has been developed to function as a whole and to support each other's effects. When used as a complete routine, the skin care effects work best. However, you can also use the products separately according to your skin's needs and combine them with your other favourite products if you wish.

Please note, however, that the products should be used in the same order (treatment essence, serum and cream), taking into account the instructions given for product application (above), which generally apply to all other cosmetic products as well.

### **Can the products be used continuously, or should they be used as a course?**

The product line is designed for daily continuous use. The active ingredients of the innovation, BT, B13 and GPE, are used in the cells and any possible excess is removed from the body in about one day. In this way, the skin always has the necessary amount of active ingredients available to improve the vitality of the deep skin layers. In the studies carried out with the products, they have been used daily. When used in this way, the effects of the products are most reliably visible on the skin.

### **Can NOVA products be used on the skin around the eyes?**

Yes, they can. The products are also well suited for the skin around the eyes. In general, it is good to avoid cosmetic products getting into the eyes, even though the products have not been observed to directly irritate the eyes. If the product gets into the eyes, rinse the eyes with plenty of lukewarm water.

### **Can the products also be used on the body?**

Yes, they can; the products are well suited for use on all skin areas. In addition to the facial skin, the skin effects of the products have also been studied on the décolletage and on the skin of the hands.

## **Can NOVA products be used together with sunscreen?**

Yes, they can. Apply sunscreen on top of the face cream as the last layer on the skin to get the best protection from the sun.

## **Is it still necessary to use a separate moisturizer / oil after NOVA products?**

It is not necessary, but if your skin still needs additional oil-based moisture, you can apply a facial oil on top of the face cream (NOVA 3).

## **What should I do if the skin reacts or becomes irritated after using the product?**

If the skin reacts negatively to any cosmetic product, its use must be stopped immediately. In studies and in the use of the test group, no skin irritation has been observed.

If the products still irritate your skin, stop using the products and wait until your skin has returned to normal. After this, you can try the product carefully again. Start with a small amount of treatment essence (NOVA 1) and observe your skin for a few days. If irritation does not occur, you can gradually increase the amount used and add the serum (NOVA 2) to your skin care routine. You can start using the face cream (NOVA 3) if no irritation occurs after using the treatment essence and serum.

## **Can NOVA products be used together with acid-based (AHA/BHA) or retinol-containing products?**

Yes, they can, our products do not react in a harmful way with AHA/BHA acids or retinols.

Please note, however, that AHA/BHA acids and synthetic retinols and their derivatives can in themselves cause skin irritation for some users, which should not be confused with the effect of NOVA products.

## **How quickly do the products absorb into the skin?**

The products absorb into the skin quite quickly, as they contain ingredients that help absorption. The treatment essence (NOVA 1) absorbs into the face in about one

minute and the serum (NOVA 2) in a few minutes. The face cream (NOVA 3) helps the moisture brought by the products to stay on the face all day.

**Can the products also be used on the neck and décolletage area?**

Yes, they can, the products are well suited for use also on the neck and décolletage, and their skin effects have also been studied on these skin areas.

**How long should the use of the products be continued if a purging reaction is visible on the skin?**

The use of the products should be continued if a purging reaction is visible on the skin, as the cleansing of the skin is important for skin well-being. If there are many impurities in the skin, its cleansing may take longer. The products also help to reduce sebum secretion in the skin in the long term and thus prevent impurities from occurring on the skin and support its well-being also with long-term use.

**Can the products be used immediately after skin care procedures (e.g. microneedling, laser, chemical peel)?**

After skin care procedures, it is good to follow the instructions given by your beautician. When you resume normal skin care after the treatment, you can start using our products normally.

**Can the products be used if medicinal creams (e.g. acne or cortisone creams) are being used?**

Yes, they can; NOVA products do not react in a harmful way with medicinal creams. The products can also help with the root causes for which the medicinal cream is used.

**How long do the effects of the products last if use is discontinued?**

We recommend continuous, long-term use. If the use of the products is discontinued, the problems that existed on the skin before using the products may start to return, but it is individual how quickly this happens.

## **Are results visible also on ageing skin with deep wrinkles?**

Yes, they are; effects have also been seen on ageing skin with deep wrinkles and lines. The products support the skin's hydration, which in itself can already reduce lines, but the products also support the increase of the skin's elasticity in the long term, which also affects the reduction of deep wrinkles.

## **Does NOVA work also if my skin is healthy, i.e. I do not have any clear skin problems?**

Yes, it does; the products are also suitable for healthy skin. The products support the vitality of the deep layers of the skin and thus can also help to prevent possible future skin problems. If your face does not yet show signs of ageing skin, the use of NOVA can slow down their appearance, so that your skin remains younger-looking for longer.

## **When are the first results usually visible?**

The effects of the products are quite fast. In general, users have reported seeing the first effects in less than a week of use. However, it is good to note that the visibility of the effects of the products on the skin is individual, but all users have seen clear effects from using the products.

## **What if I do not notice results?**

Every user is an individual and the effects of cosmetic products can vary greatly. In the studies carried out with NOVA products and in the test groups used, everyone noticed positive skin effects.

If you have normal skin and your skin does not yet show signs of ageing, it may be that you do not notice visible effects, as there is nothing to correct in your skin. Even in these cases, the products support the well-being of your skin and can prevent possible future skin symptoms and slow down the visibility of signs of ageing on your skin.

## **Do the products reduce the formation of new impurities?**

Yes, they do. The products support the well-being of the skin, enhance the cleansing of the skin and reduce sebum secretion. Thus, they also prevent the formation of new impurities on the skin.

## **Do the products also work on pigment spots or uneven skin tone?**

Yes, they do. The products have been observed to lighten visible pigment changes on the skin, such as liver spots, with long-term use. The products also balance the skin tone and make the skin brighter and healthier looking.

## **Are the achieved results preserved if I stop using the products?**

Unfortunately, they are not. The effectiveness of the products is based on increasing the vitality of stem cells, and if the use of the products is discontinued, the activity of the stem cells returns to its previous level. Then the skin care effects obtained from the products also weaken and the problems that have already improved may return. For this reason, we recommend continuous use of the products.

## **Are the products vegan?**

Yes, they are.

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## **OTHER**

### **How should NOVA product jars and packages be disposed of?**

The jars are plastic, the boxes are cardboard.

#### **Pumps and spray bottles**

Are sorted into plastic recycling.

#### **Storage**

Store in a cool and dry place. Keep out of reach of children.

The packages contain the following instructions for disposal of the packages:

**PEFC Certified**

*The wood used in this packaging comes from sustainably managed forests, recycled materials or controlled sources.*

*[www.pefc.fi](http://www.pefc.fi)*

*Sort with cardboard recycling.*

**How long do NOVA products keep after opening?**

The products keep for 24 months from manufacturing, also after opening (see package). The pump bottle protects the contents from oxygen and bacteria, so the product remains hygienic and effective for the entire time of use. Also after opening.

**Do the products have natural cosmetics certificates?**

Although the products do not have natural cosmetics certification, they are made from natural ingredients. We have chosen to focus above all on product quality, safety, and effectiveness.

**Do the products contain parabens, silicones or mineral oils?**

They do not contain these.

**Do the products contain fragrances?**

No synthetic or organic fragrances have been added to the products. The products may have a faint scent that comes from the natural raw materials in the products.

**Have NOVA product line products been tested on animals?**

They have not. EU legislation has prohibited animal testing of cosmetics and their ingredients since 2013, and we comply with this regulation in all products.

**How has the safety of the products been tested?**

All statutory tests required for cosmetic products have been carried out for the products. In addition to this, no signs of harmful skin effects have been observed for the products in studies or in use.

## **Have the products been dermatologically tested?**

The products have not been dermatologically tested, but a science-based study has been carried out for them, in which the products were used twice a day for four weeks. During the study, no negative effects on the skin were observed for the products. Typically, dermatological tests last a few days and in them the skin irritation caused by the product is observed.

## **Are the products hypoallergenic or allergy-tested?**

Ingredients that are not allergenic have been chosen as the raw materials for NOVA products, as the products have initially been intended to be suitable for as many people as possible. No allergy tests have been carried out for the products, but no skin irritation has been observed in use, not even in allergic or sensitive-skinned users.

## **Why are the products packed in pump bottles and not in jars?**

The products are packed in 30 ml pump bottles, which makes the use of the products easy, as the pump can dispense a suitable amount of product for use. The pump bottle makes the use of the product hygienic, as impurities that may be on the skin cannot be transferred to the products through hand contact. The pump also prevents direct air contact with the product in the package. In this way, the products remain usable for longer.

## **Why can the colour or scent of the product vary slightly between different production batches?**

The products are natural cosmetics and no artificial colours or fragrance-giving substances have been used in them. Due to the natural origin of the raw materials, there may be small variations in the colour or scent of the products.

For example, the colour of the serum (NOVA 2) is formed by wild blueberry, so depending on the batch, the colour of the product may vary slightly. Regardless of any possible colour or scent changes in the products, all products always contain the same amount of natural raw materials and active ingredients.

## **Are travel sizes available for the products?**

NOVA products are packed in convenient 30 ml pump bottles, which is why they are also suitable to take on trips and are within the allowed liquid limits for carry-on luggage.

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## **NOVA STUDIES**

### **How many people took part in NOVA studies, and what kind of participants were there?**

Two clinical pilot studies have been conducted on NOVA, with a total of 24 people taking part. All participants had fair skin, and no people from other ethnic backgrounds applied for the studies.

This number of participants is ideal in studies assessing the effects of skin care, where group sizes are usually 20–40 people. A smaller, closely monitored group of participants enables reliable measurements and detailed analysis of each participant.

### **Are the user experiences visible on Soluni's website from the study?**

The user experiences are part of the product testing commissioned by Soluni. More than one hundred people have already participated in the testing, and the experiences are based on their own observations of the use of the product. The participants have included men, women and children of different ages as well as people with various skin challenges – and also people with skin in good condition. This gives a diverse picture of the functionality of the product.

### **What skin problems were examined in the studies and what kind of results were obtained?**

The studies mainly included people with atopic skin. In addition, in separate test groups there were people with other skin problems. NOVA was observed to improve skin moisture balance, elasticity and transepidermal water loss in all subjects, and in particular, atopic skin areas decreased during the study. Later user experiences have supported these observations.

## **Were the effects completely corrective or partial?**

In the studies, changes in skin condition were measured with devices that give numerical values for moisture, elasticity and transepidermal water loss. Thus, the results describe an improvement in the state of the skin, not the “disappearance” of individual skin problems. However, clear improvement was measured for all subjects.

## **Did the results differ according to gender, or were there skin types on which NOVA did not have an effect?**

No differences were observed between men and women in the results, and there have not been skin types or skin problems in the studies or test phases on which NOVA would not have had a positive effect.

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*Soluni Oy*

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