

111SKIN CELEBRATES ITS 10-YEAR ANNIVERSARY AND EXCLUSIVE SCIENCE-POWERED INNOVATIONS



March 2022: This year marks a decade since 111SKIN launched its surgically inspired, scientifically led products at Harrods, London. Since then, the doctor-led brand has expanded with over 60 products and garnered an international presence, positioned in some of the world's leading luxury spaces, including distinguished department stores, e-commerce, and independent retailers, as well as spas and hotels.

In celebration of this milestone, 111SKIN is launching exciting and innovative new products as well as collaborating with like-minded brands throughout 2022; elevating 111SKIN's unique positioning as more than luxury skincare, but a lifestyle to be enjoyed.



Developed by globally renowned Plastic Surgeon Dr. Yannis Alexandrides M.D., F.A.C.S. and brand visionary and CEO Eva Alexandridis, 111SKIN is the culmination of 30+ years of surgical knowledge, innovative ingredients, and medically inspired delivery methods.

A cult favorite skincare brand, beloved by A-list celebrities, leading makeup artists and skincare experts, 111SKIN was created to bring the in-clinic experience directly to your home, using advanced medical formulations that drive precision results, which can be seen both immediately and in the long-term.

111SKIN was born from London's Harley Street, the destination for some of the world's top medical practitioners. A pioneer in his field, Dr. Yannis M.D., F.A.C.S. is both US and European board certified. He sought to create an efficacious solution to accelerate healing time for patients when he collaborated with a leading team of European space scientists who were researching ways to reverse the signs of ageing in space and other extreme environments, such as the deep sea.

111SKIN

HARLEY ST. LONDON



This continued alliance led to the invention of 111SKIN's proprietary and unique complex NAC Y²™, made from a powerful trio of actives (peptides, amino acids, and vitamins) and was infused in the inaugural healing serum that is also the foundation for 111SKIN's bestselling Reparative range today.

Starting with a singular product – Y Theorem Repair Serum NAC Y²™ - 111SKIN has evolved to six ranges, including Reparative, Intensive, Treatment, Regenerative, Clarity and Radiance, that offer targeted results for skincare solutions. With a belief in a holistic, 360° approach to total skincare and wellbeing, 111SKIN also boasts several concepts that include 111 Harley St., 111SKIN SPA/CLINIC (50 five-star luxury spa locations globally), as well as pioneering whole-body cryotherapy in the UK with 111CRYO/HEAT.



"What I've been able to witness over the years is the skin's incredible capacity to heal itself. By bringing together the research of those scientists, conducted in the extreme environment of space, with my understanding as a surgeon of how the skin behaves, we were able to create something that truly met the needs of my clients. And that is a powerful thing."

Dr. Yannis Alexandrides M.D., F.A.C.S

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ABOUT 111SKIN



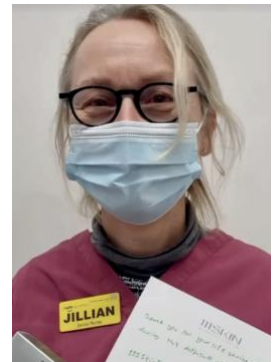
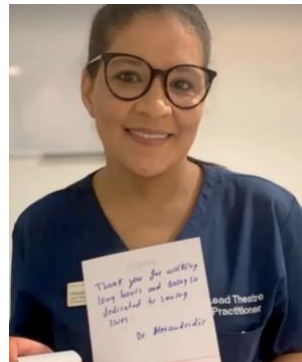
Founded by US and European board-certified Plastic Surgeon Dr. Yannis Alexandrides M.D., F.A.C.S., 111SKIN is the culmination of 30+ years' experience. Bringing the best of Harley Street to your home, 111SKIN employs surgical expertise and innovative formulations that replicate the effects of in-clinic treatments. CEO and Founder Eva Alexandridis spearheads the creative direction and brand's community, as well as its sustainability, empowerment, and philanthropic programmes.

MISSION STATEMENT

Clinical and pioneering skincare brand that delivers science-led and wellness solutions for total skin confidence.

PHILANTHROPY

At the core of 111SKIN lies the philosophy of confidence, community, and equality. This is best demonstrated through our philanthropic practices. As 111SKIN moves into the next decade, philanthropy will continue to remain the focus of our workplace culture and social framework. From Women to Women International, to the Make a Wish Foundation, No Kid Hungry and the NHS during the pandemic, 111SKIN will continue to support causes near and far to help those in need.



SUSTAINABILITY

Sustainability has been at the centre of all aspects of 111SKIN since launch to ensure we deliver premium quality products, that are ethically sourced and responsibly packaged, safely and sustainably to our customers.

111SKIN is committed to working with suppliers to ensure an overall improvement in sustainability through our supply chain and using packaging that is recyclable and/or minimal. 111SKIN is working to ensure all packs are readily recyclable by, at the latest, 2024 but we commit to reviewing all our packaging continuously against sustainability principles.

111SKIN uses renewable energy in our offices; we work with several charities and all office policies are grounded in sustainability principles. Our goal is to deliver premium beauty products whilst preserving the environment, community and generating zero waste.