

## C O S M E T I C S

## BRAND & PRODUCT GUIDE



INTIMATE

BEAUTY

SKINCARE



## “Our Philosophy „

Every part of our body is unique and precious, and needs care, respect and specific products. Especially the vulva. Kysh Cosmetics is Italy's first premium intimate skincare brand, specializing in creating effective and innovative cosmetic products for the feminine intimate area. Our mission is to inspire women to love, value and take care of every part of the body, including the V-zone. We want to encourage a radical shift in thinking, eliminating the notion that caring for the vulvar area is taboo, or of secondary importance. That's why we create safe and effective products for daily use, designed to meet every skin need and perfect for the dynamic lifestyle of our community.

*“Kysh Cosmetics was born to free the conversation on female bodies from years of stereotypes, shame and taboos. It is an invitation to love and take care of every part of your body, including the V-zone, with specific, safe and effective products. I curated this project down to the smallest detail, combining high quality formulation with an elegant and timeless aesthetic taste. The result? A new luxurious, welcoming and safe self-care ritual designed for all women.”*

*Alessia Kish*

Kysh Cosmetics Founder and CEO

# “Unique Products „

Kysh Cosmetics takes care of the most intimate and sensitive part of every woman: this is why all Kysh products are formulated in Italy to ensure the highest level of control and quality throughout the production process, with the help of experts and supported by scientific research.

## OUR FORMULAS

The strength in our formulations lies in the use of highly effective and functional natural active ingredients, that are dermatologically tested on sensitive skin. Kysh Cosmetics products are hormones and estrogens free and therefore suitable even during hormonal therapy, pregnancies, and every phase of the menstrual cycle, even while taking hormone therapy, with optimal pH and non-irritating to skin and mucous membranes.

## PRODUCT RANGE

The Kysh Cosmetics collection features seven products, a range of specific treatments to effectively and gently moisturise, rejuvenate, brighten and protect the vulvar area.

All Kysh Cosmetics Products Are:



100% MADE  
IN ITALY



DERMATOLOGICALLY  
TESTED



NO HORMONES  
& ESTROGENS



OPTIMAL PH  
LEVELS



NICKEL  
TESTED



WITHOUT INGREDIENTS OF ANIMAL ORIGIN • WITHOUT SLS/SLES •  
WITHOUT SYNTHETIC DYES • WITHOUT PETROLATUM AND MINERAL OILS

# “The Signature Fragrance „

All Kysh Cosmetics products feature an exclusive, hypoallergenic fragrance specially formulated with certified respect for the delicate vulvar area. The floral, enveloping bouquet is ideal to enhance the natural femininity of anyone who wears it.

TOP NOTE  
NOTA DI TESTA



CEDAR PEEL  
SCORZA DI CEDRO

HEART NOTES  
NOTE DI CUORE



ROSE  
ROSA



PEONY  
PEONIA



MAGNOLIA  
MAGNOLIA



WISTERIA  
GLICINE

BASE NOTES  
NOTE DI FONDO



WHITE MUSK  
MUSCHIO BIANCO



VANILLA BEAN  
BACCHE DI VANIGLIA

# “Hydrating Serum „

## Hydrating Intimate Serum

GLASS AIRLESS FLACON  
15ML | 30ML

### Action

HYDRATING • SOOTHING • REFRESHING • PROTECTIVE

A daily treatment created to hydrate, protect and soothe the intimate area, targeting discomfort such as itching and redness often associated with dryness. The slow-release gel formula has a fresh, silky and light texture that absorbs quickly without leaving any greasy residue.

### For Who

This intimate serum is ideal for all ages and skin types, especially in cases of irritation and redness associated with dryness. The refreshing and soothing gel texture is perfect to treat irritated skin, even after hair removal.

### Active Ingredients

The key active is **Neem Oil**, rich in fatty acids and Vitamin E, essential for effectively fighting free radicals, providing important antioxidant and anti-aging action.

Another active is **Blackcurrant Juice**, a powerhouse of healing properties, rich in polyphenols (including anthocyanins and Vitamin C) and polyunsaturated fatty acids that help eliminate redness and irritation typical of delicate skin.

The formula is completed with **Fenugreek Seed Extract**, a plant with restructuring, nourishing, soothing, and antioxidant properties. Daily use helps keep the skin and mucous membranes hydrated, preventing uncomfortable intimate itching.



### How To Use

After cleansing, apply a light layer of serum to the vulva area, gently massaging until fully absorbed. Use morning and evening.

# “Anti-aging Cream „

## Intense Moisturizer

GLASS AIRLESS FLACON  
15ML | 30ML

### Action

HYDRATING • PLUMPING • ANTI-AGING • PROTECTIVE

An intimate anti-aging treatment formulated to deeply moisturize, plump and nourish the skin. The mix of performing actives smooths the complexion, helps reducing age spots and discolorations and keeps the skin hydrated and youthful. Its velvety texture absorbs quickly, while the plumping formula combats loss of tone.

### For Who

This intense intimate nourishing is ideal for anyone who wants to address the main signs of vulvar aging in one step, such as loss of tone, excessive dryness, and skin discoloration.

### Active Ingredients

The key ingredient is **Hematococcus Pluvialis**, a natural antioxidant that reduces damage caused by photoaging, delaying the appearance of age spots and loss of tone.

**Shea Butter**, extracted from the seeds of the Shea tree, complements the formula. Known as the “tree of youth” for its extraordinary properties, Shea Butter is a beloved ingredient in skincare formulas due to its emollient, nourishing, and elasticizing properties, as well as its anti-aging, soothing, and illuminating effects.



### How To Use

After cleansing, apply a thin layer of cream to the vulva area, gently massaging until fully absorbed. Use morning and evening.

# “Lightening Serum”

## Illuminating Serum

GLASS AIRLESS FLACON  
30ML

### Action

ILLUMINATING • UNIFORMING • BRIGHTENING

A daily treatment formulated to gently brighten, even out and help lighten the skin of the most sensitive parts of the body. The silky gel texture absorbs quickly without leaving any residue.

### For Who

This serum is formulated for anyone wishing to lighten, even out and brighten the complexion of the vulva, inner thigh, glutes and armpit areas, which tend to darken over time after hair removal, or following sun exposure.

### Active Ingredients

The key ingredient is **Diglucoyl Gallic Acid**, a lightening agent that acts on the receptors responsible for melanin production. This next-generation, highly effective ingredient is four times more powerful than Vitamin C and 60 times more effective than Kojic Acid, commonly used in brightening products. Its action visibly reduces sunspots or age-related discoloration, evening the skin tone and giving the treated area a luminous, uniform appearance.

**Chamomile Flower Extract**, known for its calming properties due to its high content of flavonoids (called phytonutrients, these are compounds with antioxidant and anti-inflammatory action). In cosmetics, the extract of its flowers is valued for its soothing and refreshing properties and for treating sensitive and delicate skin.



### How To Use

After cleansing, apply a thin layer of serum to the targeted area, gently massaging until fully absorbed. Use only once a day, avoiding mucous membranes.



# “Hydralift Collagen Mask „

## Plumping Intimate Mask

MONODOSE PATCH  
1PC | 3PCS | 5PCS

### Action

HYDRATING • PLUMPING • REJUVENATING • BRIGHTENING

This natural bamboo fiber sheet mask is formulated to hydrate, plump, rejuvenate and brighten the Mount of Venus and labia majora area. It is soaked in a collagen and hyaluronic acid serum of different molecular weights that helps restore optimal hydration levels, giving the skin an instantly plumped and rejuvenated appearance.

### For Who

An intensive intimate treatment formulated to effectively combat the signs of aging in the Mount of Venus and labia majora area. This mask can be used as an intensive treatment or as a spot treatment before a special occasion for an instant plumping and brightening effect.

### Active Ingredients

**Hyaluronic Acid** at different molecular weights, an ingredient with moisturizing, elasticizing, protective and regenerating properties. It performs a fundamental activity of supporting, protecting and lubricating tissues, helping to keep them soft, plump and elastic over time.

**Collagen**, a protein naturally produced by our connective tissue, which is essential for retaining the necessary moisture in tissues.



### How To Use

After cleansing, apply the mask to the affected area, taking care to remove the protective film. Leave the mask on for about 20 to 30 minutes, then remove and massage off excess product. If an intensive plumping moisturizing treatment is desired, use Hydralift Collagen Mask up to three times a week for one month. To maintain results, repeat the treatment twice a month or as needed.

# “Refreshing Mist „

## Protective Intimate Spray

GLASS SPRAY FLACON  
15ML | 50ML

### Action

HYDRATING • PROTECTING • REFRESHING • SOOTHING

A spray treatment formulated to refresh and moisturise the vulva area, that is ideal to carry with you at all times. The specific mix of active ingredients helps protect the skin from discomfort and redness by creating an invisible protective barrier, while the moisturising and plumping action of the Hyaluronic acid helps to prevent dehydration. This spray formula is invisible and refreshing and quickly absorbs without leaving any residue.

### For Who

This spray is perfect to carry with you at all times to refresh, moisturize and protect the intimate area quickly and effectively.

### Active Ingredients

The key ingredient is **Chamomile Extract**, which has anti-inflammatory properties and reduces irritation. With a high dose of antioxidants and vitamins, Chamomile is also effective in removing signs of rosacea or small skin spots.

**Achillea Millefolium**, known for its soothing action against irritation and redness and for protecting it from external aggressors.

**Lactococcus Ferment Lysate**, a biotechnologically derived probiotic bacterium, promotes skin renewal and maintains the skin barrier intact. Being a lactic acid derivative, it also helps maintain the physiological pH of the skin and external mucosa.

**Hyaluronic Acid**, ideal for treating the vulva area due to its high hydrating properties. It helps maintain the shape, elasticity, and turgidity of the vulva reducing the risk of dryness, itching, and irritation.



### How To Use

Ideal to carry with you at all times, it can be used once or several times a day, even during your menstrual cycle.



# “Intimate Wipes „

## Disposable Intimate Wipes

MONODOSE CAPSULE  
6 PCS

### Action

CLEANSING • REFRESHING • SOOTHING • ANTIBACTERIAL

These disposable intimate wipes are formulated to cleanse, refresh and soothe the vulva area in a quick and convenient way. The antibacterial formula is gentle and effective, and naturally pH-friendly for the V-zone. The unique sweet and floral fragrance is allergen-free, and specially formulated with certified respect for the vulvar area.

### For Who

These disposable intimate wipes designed for all women are perfect to carry with you at all times to cleanse, refresh and soothe the intimate area quickly and conveniently, anywhere, anytime of the day.

### Active Ingredients

**Achillea Millefolium**, indicated to soothe irritation and protect the intimate area from the aggressions of external agents.

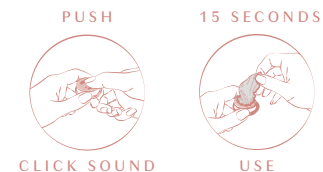
**Lactococcus Ferment Lysate**, a probiotic-based complex that stimulates skin renewal and keeps the skin barrier intact, as well as having antimicrobial and defense properties against environmental pollution. It also helps maintain the physiological pH of the skin and external mucosa.

Completing the formula is **Propolis Extract**, a powerful natural antibacterial agent with deodorizing, refreshing and soothing action that is also suitable for reddened or sensitive skin.



### How To Use

These disposable intimate wipes are perfect for every skin type. Use them whenever you need to cleanse, refresh and soothe the intimate area quickly and conveniently.



# “Intimate Cleanser „

Gentle Intimate Cleanser pH 5-5.5

PLASTIC FLACON-TUBE

150ML

## Action

HYDRATING • SOOTHING • DETERGENT • PROTECTING

This soothing and moisturising intimate cleanser is ideal for the daily hygiene of all skin types, including sensitive and delicate skin. Its formula has a gently effective cleansing action, and leaves the skin scented, moisturised and velvety to the touch. Its physiological pH respects the natural balance of the V zone at all times during women's lives.

## For Who

Intimate cleanser is formulated for daily hygiene of all skin types, including sensitive and delicate skin. It can be used during pregnancy, menopause and at any stage of the menstrual cycle. In addition, its physiological pH respects the natural balance of the V-zone, from the youngest to the most mature skin.

## Active Ingredients

**Chamomile Flower Extract**, known for its calming properties due to its high content of flavonoids (called phytonutrients, these are compounds with antioxidant and anti-inflammatory action). Due to its high antioxidant content, it soothes and calms skin, even skin that is allergy-prone or easily irritated.

**Green Tea**, an antioxidant ingredient that helps calm and flush irritated skin, easing redness and swelling. But not only that, it is also an extraordinary natural moisturizer, rich in essential vitamins and minerals to keep skin healthy and youthful for a long time.

**Pomegranate Extract**, with its soothing, moisturizing and antioxidant action, is ideal for treating irritated, mature and dehydrated skin. A natural portent to turn to in cases of chapped skin, irritation or redness due to hair removal, excessive sun exposure or rubbing.



## How To Use

At any time you wish to cleanse and refresh the intimate area, simply apply a small amount of the product to damp skin and massage in gently with circular movements, rinsing with plenty of water.

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