

FEMININE UNIVERSE

KYSH
COSMETICS

MADE IN ITALY

UNVEIL YOUR INTIMATE BEAUTY



PREMIUM INTIMATE SKINCARE

KYSHCOSMETICS.COM

INTIMATE CARE

@KYSHCOSMETICS

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The Identity



Kysh Cosmetics was
born from the desire
of a woman, for women.



“About „

Alessia Kish is the mind and beating heart behind Kysh Cosmetics. A young female entrepreneur from Milan with an academic and professional background in communication and marketing, Alessia has always been fascinated by the world of beauty and fragrance. Her idea of self-care is an invitation to love and care for every part of the body, including the intimate area, often neglected due to embarrassment or taboos imposed by society. This is why she created Kysh Cosmetics, the first Italian premium intimate care brand: a collection of safe and effective products designed for the most delicate area of the female body. A passion project with attention to the smallest details, from formulas to fragrance through the elegant aesthetics.

“Vision „

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.



“Mission „

Kysh Cosmetics aims to inspire women to love, value and care for every part of the body, including the intimate area. Which is often neglected due to embarrassment, stereotypes or taboos. We care for everyone's most intimate part; therefore, product safety and formulation quality are at the core of our creative process, as well as transparency and a willingness to maintain a direct thread of ethical communication with our community. Kysh Cosmetics wants to encourage every woman to share, team up and break down any stereotypes. And to start re-writing the story of her most intimate well-being.

The Collection

INTIMATE

XS

“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.

PRODUCT RANGE

The first Kysh Cosmetics collection features six products: a range of specific treatments to gently moisturize, rejuvenate, brighten and protect the vulvar area.

HYDRATING SERUM • Soothing daily moisturizer

ANTI-AGING CREAM • Intense moisturizer

LIGHTENING SERUM • Brightening serum

HYDRALIFT COLLAGEN MASK • Hydrating plumping patch

REFRESHING MIST • Moisturizing protective spray

INTIMATE WIPES • Disposable intimate wipes

INTIMATE CLEANSER • Gentle intimate cleanser



Without ingredients of animal origin • Without SLS/SLES • Without synthetic dyes • Nickel tested • Without silicones • Without petrolatum and mineral oils • Without hormones and oestrogen • 100% Made in Italy

“The Signature Fragrance”

All Kysh Cosmetics products feature an exclusive, allergen-free fragrance especially formulated for the delicate vulvar area. The floral, enveloping bouquet was created to enhance the natural femininity of those who wear it.

SENSORIALITY

Kysh Cosmetics is a premium skincare brand. Our luxurious identity comes through visual gratification thanks to refined design, custom-made packaging and a so, feminine color palette. Kysh Cosmetics products are true showpieces, whether on Instagram or on the bathroom shelf.

OLFACTORY NOTES

All Kysh Cosmetics products feature an exclusive, allergen-free 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 NOTES

Cedar Peel

HEART NOTES

Rose, Peony, Wisteria and Magnolia

BASE NOTES

White Musk, Vanilla Bean

“Hydrating Serum”

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.

Active Ingredients

NEEM OIL • BLACK CURRANT JUICE • FENUGREEK SEED EXTRACT

GLASS AIRLESS BOTTLE 15ML / 30ML

RETAIL PRICE 42,00€ / 70,00€



PREMIUM PAPER SLIDING BOX

GLASS AIRLESS BOTTLE



Hydrating Intimate Serum



This daily intimate serum can be used at any age and on all skin types, especially in presence of irritation and redness due to dryness and dehydration. The cooling and soothing gel texture is perfect to apply to reddened skin, even after hair removal.

This intense intimate moisturizer is ideal for anyone who wants to counteract all the major signs of vulvar aging, such as loss of tone, excessive dryness and uneven skin tone.

Intense Moisturizer



GLASS AIRLESS BOTTLE

“Anti-aging Cream”

HYDRATING • PLUMPING • ANTI-AGING • PROTECTIVE

An intimate anti-aging treatment formulated to deeply moisturize, plump and nourish the skin. The mix of high-tech 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.

Active Ingredients

HEMATOCOCCUS PLUVIALIS • SHEA BUTTER

GLASS AIRLESS BOTTLE 15ML / 30ML

RETAIL PRICE 48,00€ / 90,00€

“Lightening Serum”

ILLUMINATING • EVENING • 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.

Active Ingredients

DIGLUCOSYL GALLIC ACID • CHAMOMILE FLOWER EXTRACT

GLASS AIRLESS BOTTLE 30ML

RETAIL PRICE 80,00€



EFFICIENT PUMP DISPENSER

GLASS AIRLESS BOTTLE



Illuminating Serum



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.

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 a spot treatment or before a special occasion for an instant plumping and brightening effect.



Plumping Intimate Mask



BAMBOO FIBER MONO-USE MASK

“Hydralift Collagen Mask „

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.

Active Ingredients

HYALURONIC ACID • COLLAGEN

MONODOSE MASKS 1pc / 3pcs / 5pcs
RETAIL PRICES 25,00€ / 60,00€ / 90,00€



“ Refreshing Mist „

HYDRATING • PROTECTING • REFRESHING • SOOTHING

A spray treatment formulated to refresh and moisturize 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 moisturizing and plumping action of the Hyaluronic acid helps to prevent dehydration.

This spray formula is invisible and refreshing and absorbs quickly without leaving any residue.

Active Ingredients

CHAMOMILE EXTRACT • HYALURONIC ACID • ACHILLEA MILLEFOLIUM

GLASS SPRAY BOTTLE 15ML / 50ML

RETAIL PRICES 25,00€ / 60,00€

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

Protective Intimate Spray



Disposable Intimate Wipes



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 Wipes”

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.

Carry it with you at all times to feel clean, moisturized and protected wherever you are.

Active Ingredients

ACHILLEA MILLEFOLIUM • WITCH HAZEL • PROPOLIS EXTRACT

MONODOSE INTIMATE WIPES 6pcs

RETAIL PRICE 15,00€

MONODOSE WIPES



OPENED WIPES



“Intimate Cleanser „

pH 5-5.5

HYDRATING • SOOTHING • DETERGENT • PROTECTING

Soothing and moisturising intimate cleanser ideal for the daily hygiene of all skin types, including sensitive and delicate skin. Its formula enriched with Chamomile Extract, Green Tea and Pomegranate has a gently effective cleansing action, and leaves the skin scented, moisturised and velvety to the touch. Its neutral pH respects the natural balance of the V zone at all times during women's lives. It can be used during pregnancy, the menopause, and at any stage of the menstrual cycle.

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.

Active Ingredients

CHAMOMILE EXTRACT • GREEN TEA • POMEGRANATE EXTRACT

PLASTIC FLACON-TUBE 150ML

RETAIL PRICE 18,00€

Gentle Intimate Cleanser





Our
World

KYSH TEMPORARY STORE, VIA GARIBALDI, MILAN



PITTI FRAGRANZE FAIR, FLORENCE 2023 EDITION

“Distribution”

NICHE PERFUMERY • BEAUTY & WELLNESS CENTRES

The Kysh brand is the first intimate care brand in Italy positioned in the premium-luxury segment of the beauty market and is currently sold in niche perfumeries (such as “L’O Profumo” in Florence), in selected beauty centres, and Spas, as the ones of “Punta Tragara” in “Capri or Aleph Rome Hotel”.

Currently, the brand is active in the expansion of distribution channels also abroad, with the participation of beauty trade fairs such as the “Pitti FrAGRanze” in Florence or “Esxence” in Milan.



PLEXIGLASS DESK DISPLAY

PREMIUM MONODOSE SAMPLES



WINDOW FREE-STANDING POSTER

“Sales Materials „

MONODOSE SAMPLES • WINDOW POSTER • DESK DISPLAY • REGLETTE

To support sales activities, Kysh Cosmetics provides some useful point-of-sale materials, such as the free-standing window sign and the plexiglass.

Moreover, Kysh supplies single-dose samples in high-quality vials with product explanatory cardboard.

To create and strengthen the brand and products know-how, Kysh provides its qualified team for tailor-made training and technical material (flyers and brochures) to support the local sales team.

FEMININE UNIVERSE

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COSMETICS

MADE IN ITALY

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INTIMATE CARE

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