



Meder Beauty Science

Professional skincare made in Switzerland

Meder Beauty Science is a Swiss line of hi-end professional skincare. Launched in 2009, Meder Beauty Science has since earned recognition in Australia, Europe, USA, Russia and, most recently, Middle East. Bearing the name of its creator, Dr Tiina Meder, the brand embodies bold, no-nonsense strictly scientific vision and a firm belief in natural pain-free beauty.

Meder Beauty R&D works with cosmetic chemists and dermatology doctors and partners up with microbiologists and molecular geneticists. With every single solution, we strive to achieve max impact on the skin using only safe ingredients with scientifically confirmed beneficial effect.

Today Meder Beauty Science offers 6 professional treatments and a complete range of home skincare.

Our history

from aesthetic clinics to bathroom shelves

In 2009 Meder Beauty Science launched the first treatment based on biotechnological peptides, a safe alternative to Botox injections for the patients who can't have BTA injections because of their health or for other reasons. Gradually 5 new professional programs were developed, among them one of world's first prebiotic acne treatments, Eu-Seb. Over 100,000 professional treatments have been performed all over the world since with greatly satisfying results.

In 2013 biotech skincare for home use is introduced to support professional treatments and create a healthy daily care routine. Today we offer 26 home care solutions covering everyday basics and a variety of aesthetic concerns.

In 2018 Meder Beauty Science released the first epigenetic skincare solution, Vita-Long Oil, a true longevity veil for the skin. The same year Vita-Long Oil was nominated for Best of Beauty Award by Glamour Magazine, Russia.

The latest addition to Meder Beauty Science range is Red-Apax Mask accelerating recovery and relieving discomfort after laser treatments.

MEDER
BEAUTY SCIENCE



The Mind behind the Brand

Meder Beauty Science was created by Dr Tiina Meder, whose career in cosmetic dermatology and aesthetic medicine spans for more than 20 years. After receiving her degree in medicine, Dr Meder applied her expertise at Thalgo Lab (France), creating professional treatment protocols since 1998. In 2003–2009 she was an international training director at Cellcosmet (Switzerland). 2009 was a year Dr Meder started out on her own putting her vast knowledge of medical dermatology into developing skincare products and treatments aimed at supporting the skin's health. Until 2014 she was also a medical expert for Cosmetovigilance participating in Sociris Lab's (France) research projects and successfully ran her own beauty clinic in Antibes. In the same year she was nominated for Trofemina Award in France.

Between submitting hundreds of articles in leading aesthetic medicine magazines and speaking at numerous national and international conferences, she published 2 bestselling books, *Beauty Myths* (2014) and *The Science of Beauty* (2015) translated into 5 languages. Dr Meder is also a co-author of a medical textbook "Age-related Cosmetic Care" (2016) widely used in medical dermatology training.



Today Dr Tiina Meder resides in London with her husband and two children. She runs UK-based Meder Beauty International Ltd and contributes her medical expertise to the R&D of Cosmotec Lab (Switzerland).



The Care Principle

The key to beautiful skin is consistency. Applying several solutions every day helps maintain the skin's health down to its deeper layers.

We, at Meder Beauty Science, believe that everyone's skin needs smart cleansing, stimulation and protection on daily basis. For essential routine, we offer a range of cleansers, serums and day creams. The active ingredients of the 3 solutions, applied in succession, merge into a personal care formula slowing down ageing, maintaining the skin's health and protecting it from harm.

All one needs to do, is pick the basics, establish a routine and stick to it. To help our clients we put numbers on the products indicating the order of application.

Meder Beauty Science key beliefs are:

- Healthy skin is the key to looking good
- Avoid skin damage: no potentially aggressive ingredients
- The future belongs to microbiome-friendly solutions
- Epigenetic stimulation is the cutting-edge approach to anti-age care
- Skincare should be suitable for all, including people with hypersensitive skin and a history of aesthetic correction

Skincare with an Attitude

The face of our brand, Cyber Lady, is a persona created by a fabulous contemporary artist and performer crowned as Alternative Miss World 2014, Sasha Frolova. We're honoured to have her as our ambassador and to support her creative efforts in any way we can. Sasha performs globally, from Bolshoi Opera Theatre in Moscow, Russia to Dolce & Gabbana's Fashion extravaganza in Lake Como, Italy. We are proud to call this fantastic female artist a Meder Beauty icon.



Cyber Lady represents everything we stand for: intelligence, confidence, creativity, hi-tech and vision. She is also a creature of fluid gender without age or race, and that suits us just fine. We create solutions suitable for all genders, all skin types, all age groups and wouldn't want just one sex or ethnicity to be the public face of our brand. No compromise in quality standards also means no discrimination in marketing strategy.