



WELLMAXX – the high-quality cosmetics brand with the double X!

Our customers from a very wide range of age groups associate the **WELLMAXX** cosmetics brand with one thing above all else: effective, state-of-the-art, high-tech skin care! High-quality, innovative and using the double X as our trademark, we simply want to accomplish more for your skin! This “plus” can be found not just in our brand name – above all, the additional beauty factor “X” is reflected in our products:

whether it's light fluid for the daily skin-care routine, pampering detox treatments, or rich, valuable anti-aging ampoules, all of our products contain special, select, high-quality ingredients that have been reviewed and tested in scientific studies and by medical institutes such as Dermatest. Whether it's smart regeneration of your skin with the active ingredient Celldetox®, clever anti-aging with peptides or optimal moisturizing with the popular trend-setting active ingredient hyaluron: with these ingredients, in combination with high-quality oils and selected, naturally nourishing substances, we have created a comprehensive pampering program for your skin. Fine-tuned with soothing fragrances and skin-flattering, light textures, the **WELLMAXX** products create exactly what women want, regardless of their skin type: individual care that suits their skin. For results they can see. And for a skin-care ritual that simply feels good.

Each series is unique and special. Just like the women for whom **WELLMAXX** has been created

It's in the variety!

The products and active ingredients in our skin-care series are just as diverse as the various skin requirements are. Perhaps your skin needs a rich ampoule cure today by **WELLMAXX** concentrates, or sensitive daytime care from the medically oriented **WELLMAXX skineffect** series. And maybe tomorrow will be time for a relaxing skin-care ritual with **WELLMAXX detox**. The variety of the **WELLMAXX** range gives women the freedom to choose a product that perfectly matches the current care needs of their skin. At a level otherwise found only in the best beauty salons: The **WELLMAXX** cosmetic series are currently used and offered in 2,500 beauty salons, in fragrance shops, in spas and pharmacies as well as in clinics and medical practices.

20 years of beauty & quality, made in Germany

As an exclusive cosmetics brand, **WELLMAXX** stands for the highest quality, “made in Germany.” All products are developed and produced in Germany. All in all, the brand is represented in 24 countries worldwide. The **WELLMAXX** brand is part of the **WM BEAUTYSYSTEMS** group of companies, which for more than 20 years has stood for well-known names in the cosmetics and wellness sector, both in Germany and internationally: the market-leading solarium chain **SUNPOINT**, the **SUNMAXX** brand of solar cosmetics, the concept of the **TANTASTIC** cosmetic tanning shower and the apparatus-based **LIFTMEE** cosmetics are all part of the successful **WM BEAUTYSYSTEMS** beauty company. The **WELLMAXX** brand has been a part of this since 2011 and, together with the premium brand **DEVEE**, covers the area of skin-care cosmetics with a focus on anti-aging.