

**72k**  
Natural Dermato Cosmetics



**72k**  
Natural Dermato Cosmetics

swiss  made

The company

72k by viocap AG  
Bahnhofstrasse 21B  
4106 Therwil  
Switzerland

professionals@72k.ch  
www.72k.ch  
Follow us on Instagram  
@72k.ch

72k ■ the natural path to healthy skin



swiss  made

*„The natural organic,  
high-efficacy, well-  
tolerated skin care  
from Switzerland“*

72k  the natural path to healthy skin




72k

Natural Dermato Cosmetics



OUR PROMISE

The hyperpotent and skin problem-solving 100% organic Swiss formula Artemisia C-08UC Complex<sup>®</sup> is at the heart of 72k's skin care and treatment lines and the foundation of our promise of "the natural path to healthy skin" and "the protective shield against aging"

swiss  made



**72k**  
Natural Dermato Cosmetics



It all started with a vision and a seed

swiss  made

## The 72k story



**PEI ANGELA WILLIMANN**  
Founder & owner of 72k

### FOUNDER PEI ANGELA WILLIMANN IS AN UNCOMPROMISED SWISS VISIONARY AND SO IS HER SKINCARE LINE 72k

"Made in Switzerland" is a testament to outstanding quality standards all over the world, including in skincare. 72k not only stands for quality, but also for the brand's values: trustworthy, natural organic and sustainable.

#### IT ALL STARTED WITH A VISION, A SEED, HER OWN SKIN PROBLEMS AND TWO PASSIONS: MUSIC AND HERBS & MEDICINAL PLANTS.

As a young woman, the Chinese-born musician came to Switzerland to study musicology, media and Man-Society Environment at the University of Basel. Until the age of twenty-five, she mainly focused on her musical career and subsequently achieved many goals in this field. In addition to her studies, she worked in a Traditional Chinese Medicine practice where she became aware of how important naturopathic methods were in the field of alternative medicine. Questions such as "What will support the body's natural defences without the risk of side effects?" became increasingly important for her.

In 2010, she founded her first, internationally active company, Wijp Ltd. This gave her the foundation to invest into her second unconditioned passion: herbs and medical plants. The search for active herbal ingredients led Pei Angela to Dr. Rosemarie Sift Carter and Dr. Robert Carter. The Carters were involved in research on the beneficial properties of the Artemisia Annu plant and its active ingredients, in particular the effect of Artemisinin and its derivatives.

Pei Angela was so enthusiastic about the active ingredients that she decided to use the great potential of Artemisia to develop her own skincare line, specialized in natural cosmetics.

#### FROM SEED THROUGH HARVEST TO FINAL PRODUCT - DEVELOPED & PRODUCED IN SWITZERLAND

The product development phase proved to be more difficult than anticipated as the commercially available Artemisia plant extracts did not meet the desired criteria. Pei Angela was not willing to compromise on quality. The cooperation with an organic farmer from Valais in the Swiss Alps ultimately brought the desired **72k's own 100% organic and hyperpotent plant quality - and seed.** From this, she developed with Swiss researchers the bespoke and tailor-made Artemisia C-08UC Complex®, which is unsurpassed in efficacy and quality.

**In 2020, Viocap Ltd. - with its trademark and Swiss made natural dermato brand 72k - was founded in Therwil near Basel in Switzerland. In 2022, after 8 years of development, the 72k product line and brand was officially launched in Switzerland and abroad.**

### WHY THE NAME 72k?

The name 72k is derived from the high anti-oxidative potential of the Artemisia Annua of 72'000 µgTE/100 g. In other words Artemisia Annua contains 72'000 antioxidant capacity (microMol Trolox Equivalent/100g).

THE 72'000  
ANTIOXIDANT CAPACITY  
OF THE ARTEMISIA ANNUA  
LED TO THE BRAND  
NAME 72K.

# 72k

Natural Dermato Cosmetics

**72k IS AN ENTIRELY NATURAL ORGANIC, HIGH-PERFORMING DERMATO COSMETIC BRAND DEDICATED TO SOLVING SKIN PROBLEMS AND ENHANCING OVERALL SKIN BEAUTY AND HEALTH**

**72k is an entirely natural organic**, high-performing dermato cosmetic brand dedicated to **solving skin problems and enhancing overall skin beauty and health**. It works by repairing the skin, giving it vitality and targeting the first signs of aging.

The natural organic line 72k is **entirely produced in Switzerland**, based on scientific research data and indications called **Artemisia C-08UC Complex®**.

THE 72k NATURAL ORGANIC PRODUCT LINE IS 100% PRODUCED IN SWITZERLAND, BASED ON SCIENTIFIC RESEARCH DATA AND INDICATIONS CALLED ARTEMISA C-08UC COMPLEX®

The 72k natural organic skin treatment owes its name to the great antioxidative power obtained from the extract of its **key ingredient, Artemisia Annua** with an extremely high ORAC (oxygen radical absorption capacity) score of over 72'000. This protects the skin against environmental damage and premature signs of aging caused by free radicals, especially from UV radiation and air pollution.

The **name 72k** is based on this ORAC score of 72'000 - the lowest measured antioxidant capacity of Artemisia Annua. The "k" stands for "kilo," an abbreviation for "thousand," which leads to the brand's name: **72'000 > 72 thousand > 72 kilo > 72k**.

72k

Natural Dermato Cosmetics

## BIOLOGICALLY CERTIFIED PRODUCTION PROCESS



72k authentic natural organic cosmetic products have been certified according to the strictest guidelines and meet uncompromising standards.

72k ■ the natural path to healthy skin



### 72K IS 100% SWISS MADE AND PROUD OF IT'S UNCOMPROMISING STANDARDS

"Made in Switzerland" is a testament to outstanding quality standards all over the world, including in skincare. 72k stands not only for quality, but also for the brand's values: trustworthy, natural organic and sustainable.

### WE PRODUCE 100% IN SWITZERLAND, 100% NATURAL AND ORGANIC, USE RECYCLABLE PACKAGING MATERIALS AND NO PLASTIC FILM

We also employ people with disabilities in the warehouse for parcel shipping. We apply an environmentally friendly and sustainable concept in the manufacture of our products: Our products are free of palm oil, hormone-active filters, silicones, mineral oils, microplastics, nanoparticles, animal testing and reef-friendly. We are ISO 22716 and GMP (Good Manufacturing Practice) certified.

The cooperation with certified production companies ensures that the products are consistently manufactured according to strictly defined quality standards. We are proud that our authentic natural an organic cosmetic products have been certified according to the strictest guidelines.

The obtained quality labels guarantee that the products are free of substances from GMOs, silicones, parabens, microplastics, synthetic fragrances or mineral oils, among others.

### 72K IS A GENUINE, LUXURIOUS, HOLISTIC NATURAL ORGANIC COSMETIC SKIN CARE LINE WITH NATURAL AND HIGHLY EFFECTIVE INGREDIENTS

The first-class effect is achieved by the strict selection of the used plant parts, as well as by the unique cultivation conditions in Valais, in the Swiss Alps. All active ingredients are extracted and prepared through gentle processes. Small production quantities as well as constant monitoring of the complete production process guarantee highest freshness and best quality.

swiss  made

# 72k

Natural Dermato Cosmetics



## 72K FRAGRANCES

72k uses purely natural fragrances in organic quality, all inspired by the founder's passion for herbs and plant

# 72k

Natural Dermato Cosmetics



### **72K IS NATURAL ORGANIC CERTIFIED AND USES PURELY NATURAL FRAGRANCES IN ORGANIC QUALITY**

72k uses 100% natural organic, plant-based or plant-original ingredients and all 72k products are certified as 'natural organic cosmetics' according to the NATRUE quality standard before they are launched on the market.

For the 72k products we use exclusively selected natural organic raw materials, approved derived natural compounds and purely natural fragrances in organic quality.

All these high-quality ingredients are of course of natural origin and of certified organic quality are therefore subject to natural fluctuations.


Depending on the growing and harvesting conditions, our plant extracts may have slightly different color tones and fragrance intensities. Although we work strictly according to ISO22716 cGMP, small differences in the end product can hardly be avoided. This does not affect the high quality and efficacy of the product.

swiss  made

# 72k

Natural Dermato Cosmetics

All active ingredients  
are extracted and  
processed using gentle  
methods. Small quantities  
ensure maximum freshness  
and optimal quality.

swiss  made

***72k is independently clinically  
and dermatologically tested,  
scientifically based, certified natural  
organic and ecologically oriented***

### ***72k Natural Dermato Cosmetics***

*Natural organic cosmetics with a therapeutic  
approach for radiant and healthy skin*

*Based on the scientifically researched  
Artemisia C-08UC Complex®*

*Promotes the skin's own mechanisms for pro-  
tection, regeneration and healing*

*Effectiveness proven in clinical tests*

*Suitable for all skin types*



The Skin Test Institute in Neuchâtel, Switzerland has independently clinically tested the 72k product line.

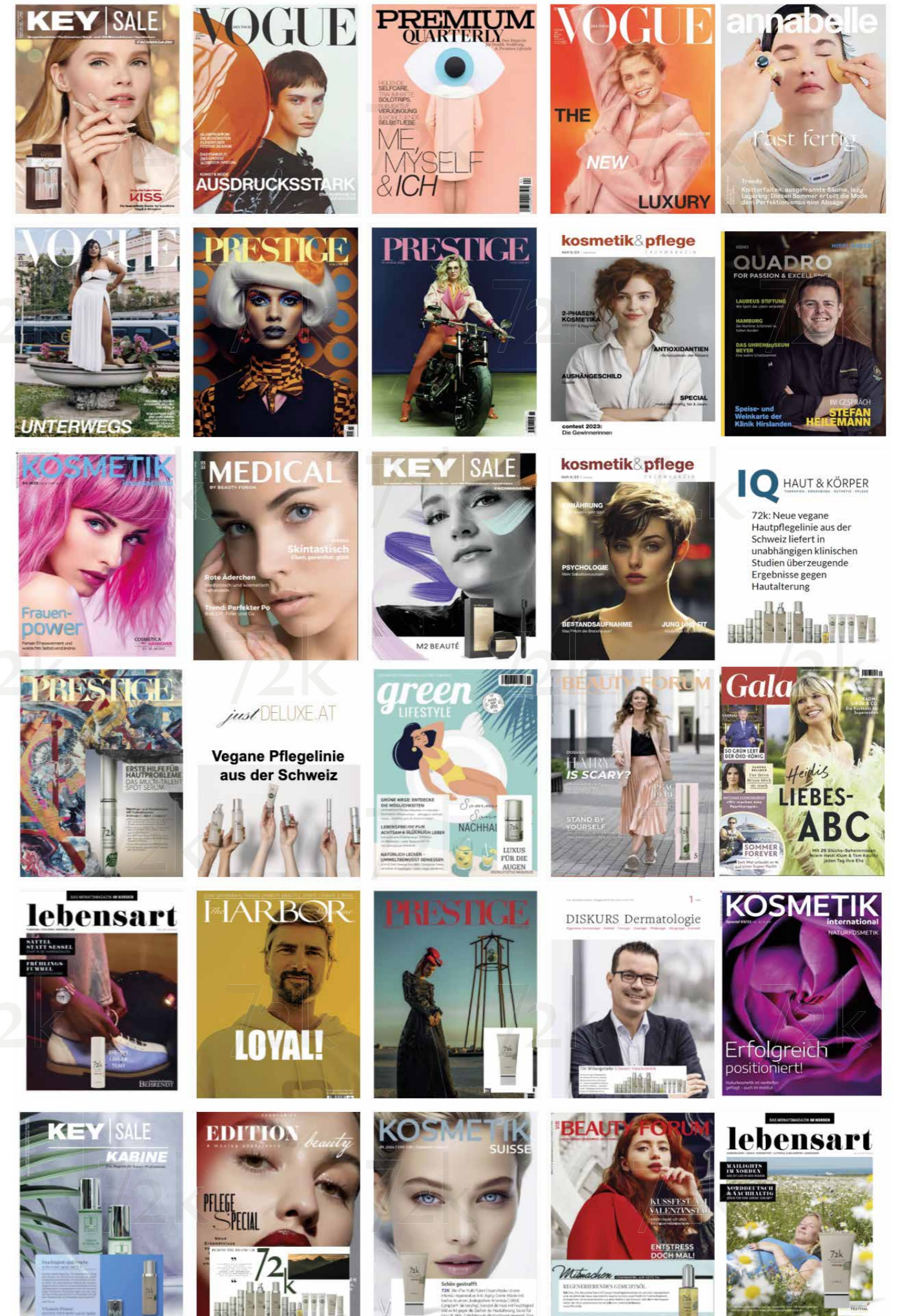
swiss  made



# Awards & Press



Follow us on Instagram  
@72k.ch

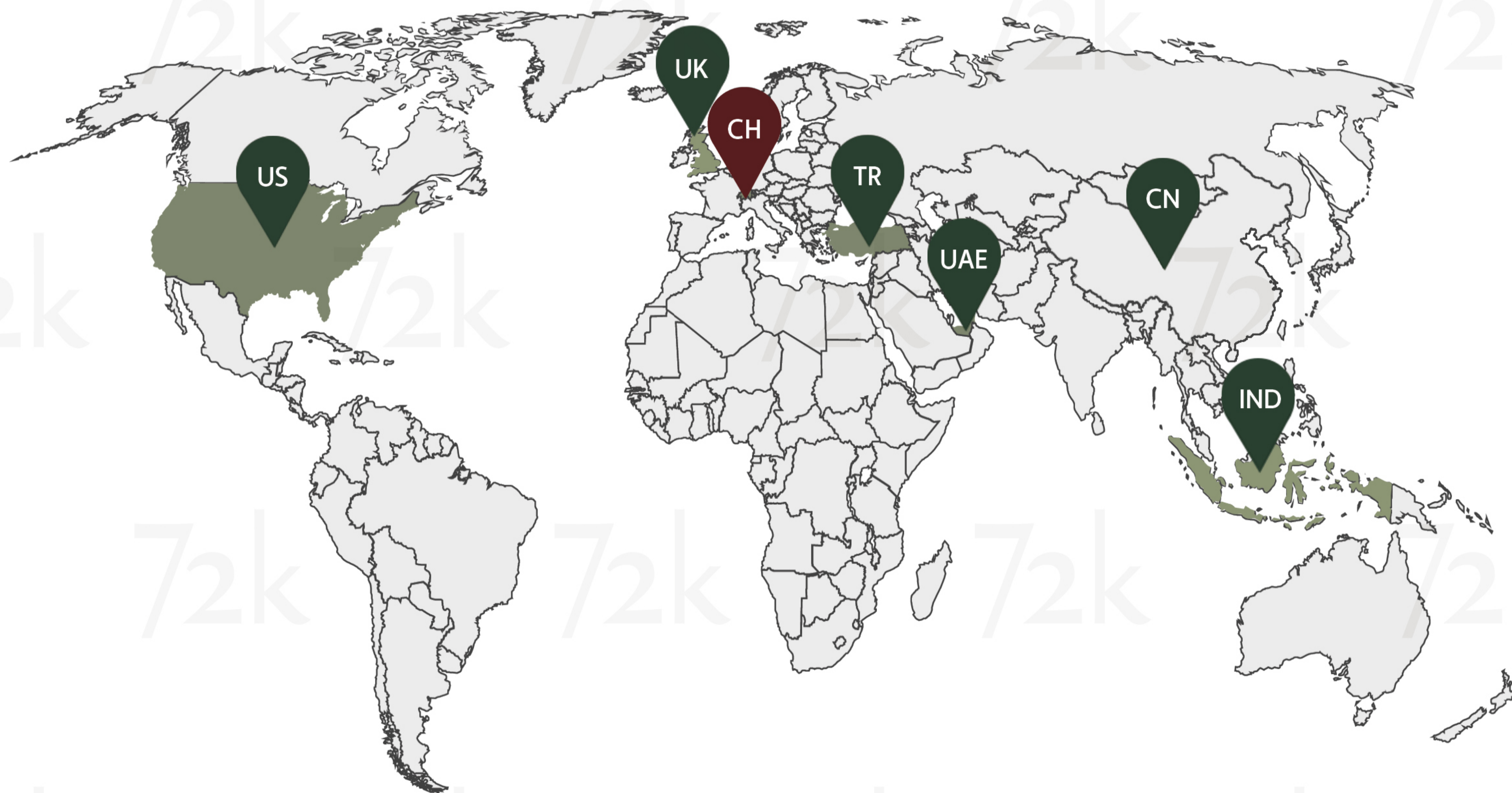


# 72k

Natural Dermato Cosmetics

swiss  made

## Global Distribution



 **Headquarters**  
 72k by viocap AG  
 Bahnhofstrasse 21B  
 4106 Therwil  
 Switzerland

72k ■ the natural path to healthy skin



72k Natural Dermato Cosmetics swiss  made	Product Line	Consumer	Travel	Professional	Sample	Sample	Sample
72k the multi-talent spot serum	1st aid	15 ml	5 ml	30 ml			1 ml
72k extra-comfort cleansing foam	skin care	150 ml	50 ml	500 ml (refill)			
72k active toner spray women		150 ml	30 ml	500 ml (refill)			
72k active toner spray men		150 ml					
72k face serum women		30 ml	5 ml	100 ml	2 ml		
72k face serum men		30 ml					2 ml
72k face cream women		50 ml	5 ml	100 ml	2 ml		
72k eye serum women		15 ml	5 ml		2 ml		
72k eye serum men		15 ml					2 ml
72k eye cream women		15 ml	5 ml		2 ml		
72k skin protection SPF 30 tinted		50 ml	5 ml				2 ml
72k skin protection SPF 50+ tinted		50 ml					
72k skin protection SPF 50+ tinted beige		50 ml	5 ml				2 ml
72k skin protection SPF 50+		50 ml	5 ml				2 ml
72k The Enzym Peeling		skin treatment	40 g		130 g		
72k The Multi-Talent Cream Mask	80 ml		7 ml	200 ml			2 ml
72k The Bakuchiol Face Oil	30 ml						
72k The Silt Mask	120 g		7 g	250 g			
72k Artemisia Annua BIO dried				50 g			
72k lifting face massage roller					piece		
72k cosmetic hairband					piece		

## Target Groups

72k is made for all people who choose a genuine, holistic, natural path to healthy skin. Hence our slogan:  
72k - the natural path to healthy skin.

### FOR PEOPLE WHO HAVE SKIN PROBLEMS AND WANT TO GET RID OF THEM PERMANENTLY

Our 'star' product and problem solver - the 72k multi-talent spot serum - is used as a highly effective solution for wide range of skin problems such as hyperpigmentation, blemishes, enlarged pores, blackheads and acne, as well as for the after-treatment of troublesome scars and the reduction of rosacea-related skin redness. Thanks to its antiseptic and antibacterial properties, the Artemisia C-08UC Complex® acts as a protective shield on the skin, reducing inflammation and repairing skin damages.

### FOR PEOPLE WHO CHOOSE HIGHLY EFFECTIVE NATURAL ORGANIC COSMETICS FOR THEIR DAILY SKIN CARE

Our entire 72k Natural Dermato product line (consisting of 16 products, all sensitive and suitable for all skin types) is particularly suitable

for daily care use and routine as a proven companion for all those who opt for a 100% natural organic, uncompromising and highly effective skincare line. Our nourishing and regenerating products are also highly effective in the fight against premature skin aging caused by UV rays and environmental pollutants. It also stimulates the skin's regeneration process, plumping it up from within like a 'bio-filler' making it appear smoother and firmer.

### FOR BRIGHT MINDS

Last but not least, we offer highly effective Swiss broad-spectrum anti-aging sunscreens with the latest blue light filter protection and the multi-active Artemisia C-08UC Complex®. The three SUN skin protection products are available in SPF 30, SPF 50+ and SPF 50+ tinted. They are suitable for all skin types, have a particularly pleasant dry-touch texture, are water and sweat resistant, have a new environmentally friendly concept and are certified as natural organic cosmetics.

72k is made for people who choose a genuine, holistic, natural path to healthy skin.

**72k** ■ the natural path to healthy skin

