


# MILA D'OPIZ

feel  serenity

feel **swiss** serenity



Mila Opitz-Altherr

## ONCE UPON A TIME IN EASTERN SWITZERLAND

The cornerstone of M. Opitz & Co. AG was laid in 1938. Starting with the first own products of company founder Mila Opitz-Altherr, her powerful idea evolved within just eight decades into an internationally renowned manufacturer of the finest beauty and pharmaceutical products. Today Mila d'Opiz is Switzerland's premium beauty brand standing for uncompromising quality. The success story began with a young woman from Appenzell. Mila experimented early on with nourishing substances

and she created a hormone cream - an absolute novelty for the cosmetics industry at the time. In collaboration with a dermatologist and chemists, Mila then developed additional cosmetics, resulting in a group of companies which sells its own successful cosmetics line Mila d'Opiz and manufactures cosmetics for other renowned brands in the premium segment. A Swissmedic certification enables the company from St. Gallen to also manufacture pharmaceutical products.



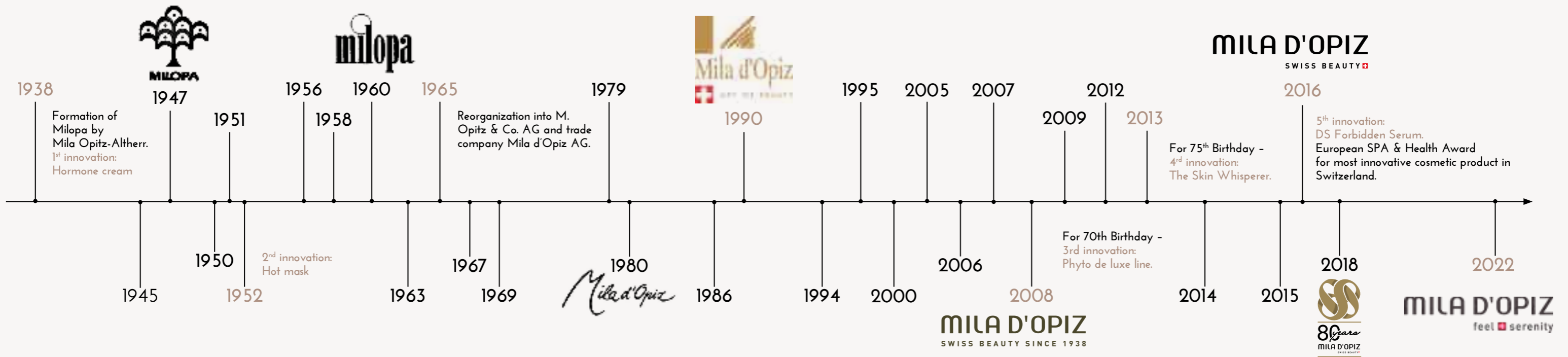
Caroline Studer, CEO

## THE SUCCESS STORY CONTINUES

Mila Opitz-Altherr passed the management of the company on to her daughter Silva Studer-Opitz and her son-in-law Dr. Wolf Studer in 1980. Today the company is managed in the 3rd generation by Caroline Studer, the current CEO and owner. The 4th generation also joined the family business in 2018, with Jenny Magerl taking over the management of Marketing & Sales.

The company's philosophy remains unchanged: Keep the tried and tested, but also carefully strive for purposeful innovation. The wide range of its own Mila d'Opiz line, which includes over 120 different products, is constantly expanding and exported to over 40 countries on 5 continents.

# SWISS BEAUTY SINCE 1938



- 1938 Formation of Milopa by Mila Opitz-Altherr. 1st innovation: Hormone cream is released.
- 1945 Construction of manufacture.
- 1950 Start of export.
- 1951 Daughter Silva Opitz (2nd generation) joins the company.
- 1952 2nd innovation: Hot mask is released.
- 1956 Extension of company to 2 levels and storage. Dr. Wolf Studer joins company as CEO.
- 1958 Research laboratory, assembly line and semi-automatic are introduced. Company fire: laboratories and offices burn down.
- 1963 Extension of laboratories.
- 1965 Reorganization into M. Opitz & Co. AG and trade company Mila d'Opiz AG.
- 1967 Semi-automatic line is extended with fully automated filling plant system.
- 1969 Reconstruction fabrication and warehouse.
- 1979 First travel and establishment of business relations in China.
- 1986 Moving into new constructed building. Modern laboratories, developed infrastructure and sustainable management and planning possible.
- 1994 M. Opitz & Co. AG first Swiss cosmetic company with ISO 9001 Quality Standard certification.
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- 2000 2 Mio. CHF investment in manufacture and plant infrastructure for newest pharma-regulations. Production now up to 300 tons possible.
- 2005 EDP system is developed and internal complete solution is added.
- 2006 Large investment in infrastructure, IT and machinery.
- 2008 Caroline Studer (3. Generation) joins the company.
- 2008 For 70th Birthday - 3rd innovation: Phyto de luxe line.
- 2009 Beginning of modernization for all product lines.
- 2012 Introduction of integrative ERP system to increase process flows.
- 2013 For 75th Birthday - 4th innovation: The Skin Whisperer.
- 2014 Caroline Studer becomes CEO
- 2014 BSB innovation award for europe's most innovative cosmetic product: The Skin Whisperer
- 2015 ISO 22716 Quality Standard certification.
- 2016 Expansion of manufacture with new machinery and plant system. 5th innovation: DS Forbidden Serum. European SPA & Health Award for most innovative cosmetic product in Switzerland.
- 2018 Jenny Magerl (4. Generation) joins the company.
- 2018 80 years anniversary. BSB-Innovation Prize for «Most innovative cosmetic product»
- 2020 BSB-Innovation Prize for «Most innovative cosmetic product»
- 2021 SB-Innovation Prize for «Most innovative cosmetic product»
- 2022 BSB-Innovation Prize for «Most innovative cosmetic product»

# THE SECRET OF OUR SUCCESS



A family business in its third generation, M. Opitz & Co. AG still relies on the successful recipe of its founder: 100% Swissness, 100% consistent quality and 100% no animal testing. In our own research and development laboratory in St. Gallen, teams of specialists create new and groundbreaking cosmetic products, turning ideas into innovation. Short distances and flat hierarchy help to achieve fast, effective and, above all, sustainable results.

The Company's numerous certificates and awards confirm that the highest standards of quality are applied to its own Mila d'Opiz cosmetic products line, as well as to the operations of M. Opitz & Co. AG. These high production standards ensure that the products receive approval all over the world. Environmental protection and the sustainability of our facilities have been a central topic for decades. As a consequence, the company is operated using renewable energies - including its modern machinery and filling plants.

Mila d'Opiz's excellent research department can look back on many pioneering innovations. The natural and organic compositions of the latest high-tech active ingredients are the basis for formulations free of petroleum and parabens. Animal testing has been deliberately avoided since the company was founded.

# THE SKINCARE-PYRAMID

- Premium Line
- Special Line
- Standard Line
- Basic Line



The products of THE CONCENTRATE COLLECTION (see following pages) can be integrated into any Mila d'Opiz care and beauty treatments.

# BEAUTY IN CONCENTRATED FORM

Small, strong and highly effective: THE CONCENTRATE COLLECTION combines Mila d'Opiz's most successful formulas in their concentrated form. Five years of intensive research into exclusive active ingredients lead to perfection that literally gets under your skin. Each drop bestows the skin with an improvement in quality that is more comprehensive and effective than conventional anti-ageing products.



**Phyto de Luxe Gold Essence**  
Well-being and firming at the highest level



**Beauty Detox Concentrate**  
Intensive wellness cure



**Collagen Concentrate**  
Instant firming effect



**The vegan Green Caviar Concentrate**  
Nourishing and deep moisturising anti-ageing treatment



**Stemcells Concentrate**  
Extensive revolution with stem cells



**Hyaluronic<sup>4</sup> Concentrate**  
Smooths out lines and wrinkles



**Hydration Concentrate**  
Nourishing Moisture - also suitable for men's skin



**Vitamin C Concentrate**  
Rejuvenating freshness kick



**Vitamin B3 Concentrate**  
Stimulates cell renewal & blood circulation



**Purifying Concentrate**  
Revitalizing cleansing



**White Shade Concentrate**  
Intense essence that lightens the skin

# BESPOKE EFFECTS

The unique effects of the Concentrates revolutionise the way of thinking of previous anti-ageing treatments. The use of active ingredients from extremely robust and long-lived plants increases the effects of the Concentrates many times over. They reactivate the skin's own stem cells, promote cell renewal and keep them young. Genes, cells, matrix: the entire skin tissue is rejuvenated by the positive properties of the plant extracts. Suitable for all skin types, even for very sensitive skin.

# FOUNTAIN OF YOUTH FOR THE SKIN

- Pioneering biochemical rejuvenation effect
- Stimulates the skin layers through cell communication
- New powerful anti-ageing MDO complex
- Collagen and elastin levels are increased, and the skin is tightened
- Stimulates the natural growth factors
- Intensely regenerates the skin matrix
- Suitable for all skin types, even for very sensitive skin



THE SKIN WHISPERER products are absolutely revolutionary creams with a rejuvenating effect and have twice been awarded the European Beauty Award for "Most Innovative Cosmetic End Product". (Cream: 2014, Eye Cream: 2018). THE SKIN WHISPERER serum also contains the internationally award-winning snow algae extract.

THE SKIN WHISPERER and its high-performance ingredients regenerates, rejuvenates, hydrates, soothes within the deep layers of the skin. Mila d'Opiz has succeeded in combining high-tech active ingredients with mankind's greatest dreams of beauty. THE SKIN WHISPERER products support and preserve the beauty of your skin with four to five integrated plant stem cells.



# SPECTACULAR AND SINFULLY GOOD

Mila d'Opiz's vision - to develop a care line that specifically counteracts skin ageing - became reality with the products of the PHYTO DE LUXE line. The phyto secret is the combination of Uttwiler Spätlauber stem cells and comfrey leaf cellular extract as well as natural phytosterols such as soybean, wild yam, black cohosh, kudzu, pomegranate, Chinese angelica and Japanese knotweed. The anti-inflammatory Gold Essence Concentrate integrating stem cells, phyto plants and colloidal gold gives a visible and noticeable improvement in skin quality with every drop.

- Well-being and tightening at the highest level
- Luxurious skin care experience with the most precious ingredients the plant world has to offer
- Proven skin firming effect
- Moisturises and increases the skin's resistance
- Counteracts hormonal skin ageing
- Suitable for all skin types, even for very sensitive skin

# THE VEGAN GREEN CAVIAR



- Promotes cell renewal
- Hydrates the skin deeply
- Paraben Free
- Provides intense moisture
- Suitable for all skin types, even for sensitive skin
- Vegan

There's a new superfood and beauty secret to discover. It comes from the Japanese archipelago of Okinawa and is called «green caviar» or «sea grape». The algae extract of the «Green Caviar» provides the skin with intense moisture and cares for it holistically. Purely plant-based, it belongs to the genus of Caulerpa algae, which have one of the highest nutrient densities of all. Green caviar, combined with proven power ingredients, not only has health benefits, but also pioneering anti-ageing properties for our skin. The natural active ingredients in «THE VEGAN GREEN CAVIAR» line stimulate cell renewal, keep the skin supple and give it an intensive extra boost of youth.





# MICROBIOME LINE

The microbiome is the term used to describe all microorganisms in and on the human body. Billions of bacteria and fungi live in a harmonious balance on healthy skin. Both the mass and the type of the microorganisms are decisive for our health. For the first time, Mila d'Opiz has succeeded in creating a microbiome cleansing line to provide your skin with optimal support for every one of its needs.

- Suitable for all skin types
- Adapts perfectly to different skin structures
- Visibly and noticeably improves skin complexion
- Skin problems are visibly improved
- Long-lasting beautiful and healthy skin

# THE REVITALISING POWER OF HYALURONIC ACID

From the age of 25, the production of the body's own hyaluronic acid decreases and its quality becomes increasingly poor. At that point at the latest, adding hyaluronic acid in daily care becomes indispensable. For the skin, it makes no difference whether the hyaluronic acid is produced by the body or supplemented artificially from the outside. HYALURONIC<sup>4</sup> represents an innovation on the anti-ageing market. Mila d'Opiz has succeeded for the first time in incorporating 4-level sodium hyaluronate as an active ingredient. The high concentration of different types of hyaluronic acid pads out lines and wrinkles in the epidermis and acts as a unique wrinkle filler with an immediate effect.

- Visible immediate effect
- Long-lasting moisturising effect
- Soothes the skin and counteracts irritation
- Intense protection - also against effects of the weather
- Increases decorin, important for collagen fibre formation
- Suitable for all skin types, even for sensitive skin





# CLASSICS- ALL-TIME BEST SELLERS

As unique as you are: The well-liked classic preparations from Mila d'Opiz's long tradition have been with us for decades. Products such as the Collagen Light & Rich Cream, the Cell Nourishing Cream, the Sea Buckthorn Cream, the CoQ10 Cream and the Collagen Eye Cream remain as good as ever - and they stay in the product range.

- Proven highly effective
- Of superb quality
- Large product range meeting individual requirements
- Checked free of allergens and dermatologically tested
- Suitable for all skin types, even for sensitive skin



- Reduces age spots
- Exceptional brightening effect
- Reduces freckles
- Gently inhibits pigmentation
- Reduces melanin synthesis
- Neutralises reactive oxygen
- Antibacterial effect
- Suitable for all skin types, even the most sensitive skin



## RADIANT SKIN BY BRIGHTENING

Over-pigmented patches and age spots are a thing of the past thanks to the berry power formula with Sulfora White, Swiss garden cress sprouts and Nano White. The products of the WHITE SHADE line were specially developed for Asian skin and are optimally adapted to the climatic differences. Additional UV protection and vitamin E protect the skin from harmful influences.

# DEEP SKIN CLEANSING FOR A FRESH APPEARANCE

SKIN CLEAR offers innovative care products for impure skin that is prone to blackheads, oily and large-pored skin. The skin is cleansed down to the pores, impurities and dead skin cells are removed, the complexion is visibly refined, mattified and sustainably improved. The complexion normalises noticeably and dry, flaky areas become smooth again.

- Soothes irritation
- Protects the epidermis from the influences of harmful environments
- Normalises the complexion
- Stimulates cell activity
- Neutralises impurities
- Regulates sebum production
- Improves the skin's own protection



- Soothes and relaxes reddened skin
- Relieves itching and irritation
- Cleanses the pores
- Moisturises the skin
- Refines the skin structure
- Refreshes and cools the skin
- Provides well-being and softness to the skin
- 24h care
- Suitable for all skin types, even the most sensitive skin



## THE GENTLE POWER OF NATURE

The simple but effective basic care for young, normal skin is also suitable for sensitive skin prone to irritation. The ingredients are 100% natural and especially gentle. Active ingredients that have been tried and tested for decades, such as aloe vera, sage, chamomile and panthenol, soothe the skin and reduce irritation. New ingredients such as heart seed extract and macadamia oil as well as other precious ingredients provide moisture and have a protective and caring effect. The cream's light texture melts into the skin without straining it.

# THE SECRET FOR YOUR WELLBEING

Wellness products hold the promise of holistic relaxation, harmony and well-being for body, soul and spirit. The perfect body balance system is the SWISS WELLNESS concept by Mila d'Opiz. The impressive formulations and the noble fragrance based on green tea let you forget everyday life.

- A touch of luxury
- Whole day protection (roll-on deodorant)
- Promotes fat burning
- Accelerates fat loss
- Firming and nourishing effect
- Hydrates and revitalises
- Suitable for all skin types, even the most sensitive skin



- Protects against skin ageing (UVA)
- Prevents sunburn (UVB)
- Ideal hydration
- Relaxing feeling on the skin
- Light, non-sticky texture
- Provides a natural looking, even tan
- Also recommended for sun-sensitive skin
- Suitable for all skin types, even the most sensitive skin



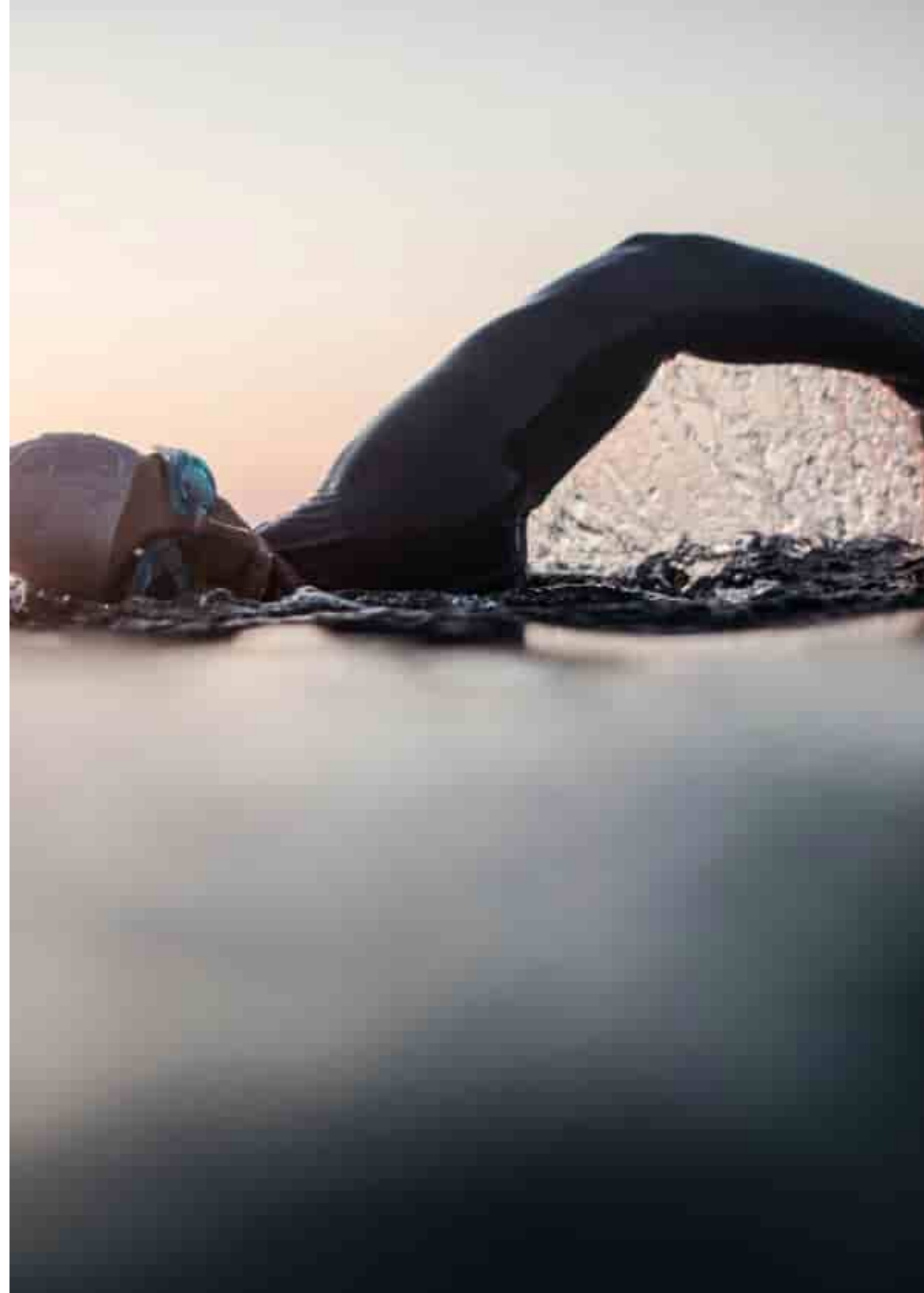
## RELAXED SUNBATHING

SUN SUN protects your skin from long-term damaging UVA rays and burning UVB rays with a revolutionary UVA/UVB balance system. This unique broad spectrum sunscreen has been designed with a water-resistant formula. But be careful: The thoroughness of the application is more important than just the high protection factor. Use sunscreen even on a cloudy day and apply plenty of it. The products of the SUN SUN line were formulated and manufactured according to the most recent EU regulations.

# REFRESHING CARE FOR MEN

The products of the MEN line emphasise the natural beauty of men and satisfy their skin's requirement for functionality thanks to the product's quick and uncomplicated application for daily use. Special active ingredients such as aqua cactus, tiger grass and grape seed oil, which can also be found in wine, have a rejuvenating and intensely nourishing effect.

- Revitalises and moisturises the skin
- Soothes and regenerates after shaving
- Protects against UV rays
- Suitable for all skin types, even the most sensitive skin





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