

KOVALITE™

STRESS RELIEF SKIN & BODY CARE FOR MEN



The search for new ways to improve well-being is a consequence of increasing stress, which also has an adverse effect on the skin.

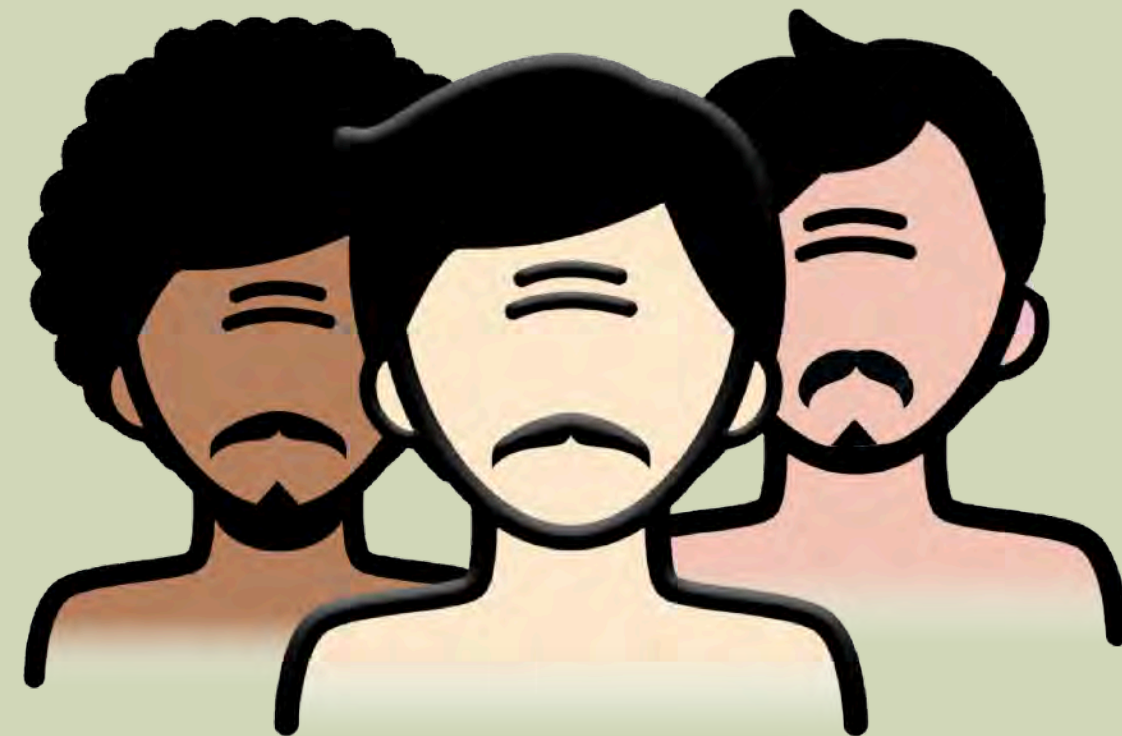
Solastalgia

Ecological threats

Post-Covid world

Relationship stress

Work anxiety

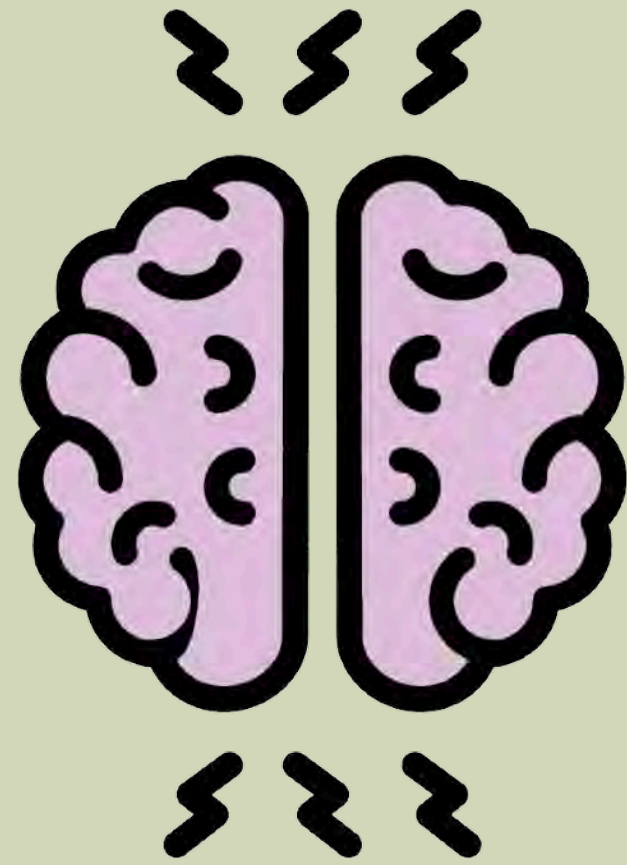


HOW CAN WE INFLUENCE A POSITIVE STATE OF MIND?

Severity of depression (23.9%) and generalized anxiety disorder (25.5%) in men in December 2020

What **challenges** does a modern man face:

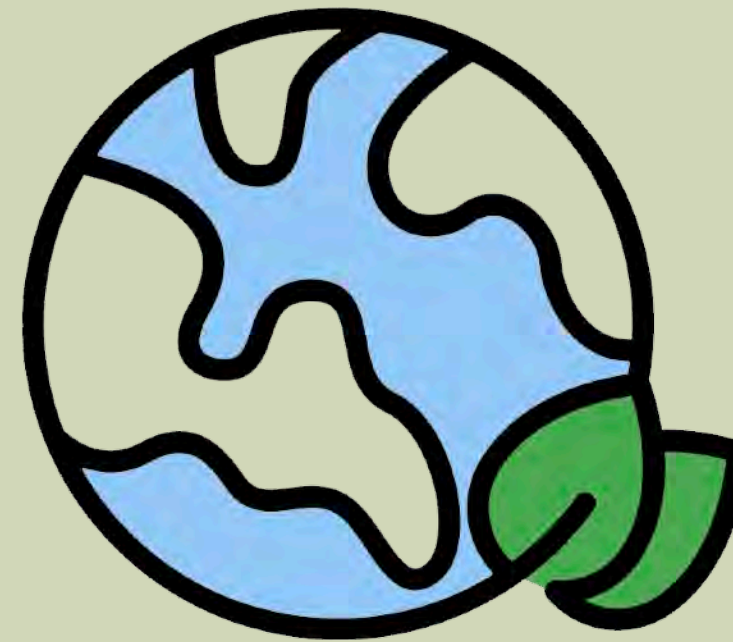
stress!



DEALING WITH

Post-Covid World
Fast Pace of Life
Unsure of the Future
Anxiety at Work
Solastalgia

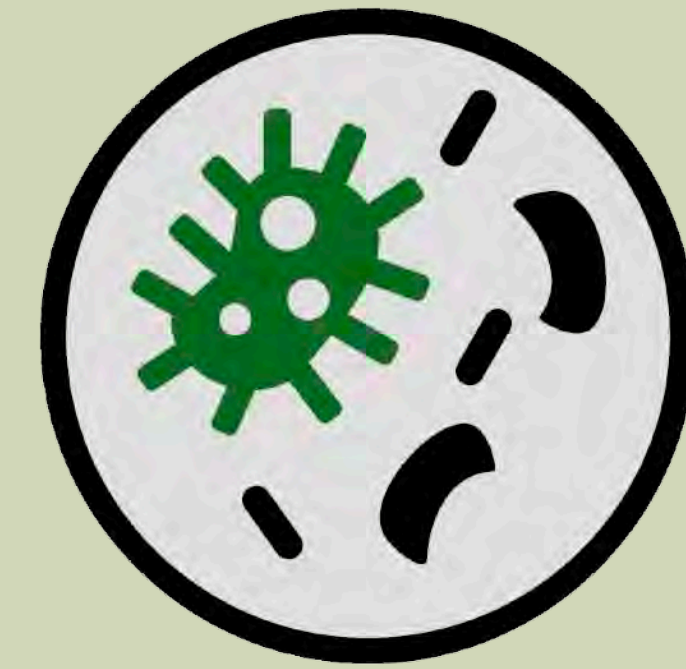
ecology!



RESPONSIBILITY

Natural Products
Vegan Formulas
Sustainable Solutions
(Recycling & Reduction of Paper Boxes)

hygiene!



SEARCH FOR

Antibacterial Protection
Touchless Solutions
Ease of Use
Proper Care Basics

How Does **STRESS RELIEF** Skin Care Works?

cortisol level control



Cortisol is an important hormone responsible for stress, anxiety and depression. Our active ingredient **PRIMADULCINE®**, an extract from primrose, the flower of spring and nature revival, significantly reduces the skin aging signs linked with chronic stress induced by cortisol. Acts by blocking the conversion of cortisone into cortisol and increases the synthesis of hyaluronic acid by 47%.

stimulating scent



Aromatherapy effect created from a blend of two natural essential oils. Inspires to initiate nostalgic flashbacks of the places of calm & relax.

BLACK SPRUCE essential oil has a relaxing effect, relieves stress and anxiety, and brightens the mind. It has a very beneficial effect on the respiratory system.

GRAPEFRUIT essential oil has a slightly stimulating and toning effect, improves the mood and brightens the mind.

We Believe:

Healthy habits make a ritual.

KOVALITE™ SKIN CARE

Introducing

Stress Relief Skincare For Men



KOVALITE™
SKIN

wash it! hydrator

CLEANSING, CALMING & HYDRATING FACE GEL

wash it! hydrator gel is designed to be the most effective at removing impurities, exfoliating the skin and regulating sebum. At the same time providing relief to irritations, redness and rebuilding the epidermis.

Its natural scent has a mildly stimulating effect, elevates the mood and brightens the mind.

Using **wash it! hydrator** every day makes facial hair softer and pleasant to touch.

Your skin and mind will thank you!

key ingredients:

- CAMELLIA SEED OIL
- BETAINA
- NIACYNAMID
- HOPS EXTRACT
- PRIMADULCINE®

helps with:

- SKIN IMPURITIES
- EXCESS OIL
- SKIN SOOTHING
- EXCESSIVE DRYING
- BEARD SOFTENING
- UNBEATABLE IN MAKE-UP REMOVAL
- BENEFICIAL IN MOMENTS OF ANXIETY



chill out! moisturizer

STRESS RELIEVING, SOOTHING &
RESTORATIVE FACE CREAM

chill out! moisturizer is made to target dryness, effectively softens and smoothes the skin, giving it a fresh, crisp look.

Helps in strengthening blood vessels. Tackles with skin redness and shaving irritation.

chill out! moisturiser at its nature helps to start and end the day well. The light scent has a mildly stimulating effect, elevates the mood and brightens the mind which can be beneficial in moments of anxiety.

A healthy and fresh look at hand. You're welcome!

key ingredients:

- BETAINE
- PRIMADULCINE®
- GREEN TEA EXTRACT
- PREBIOTIC
- CANNABIS SATIVA SEED OIL

helps with:

- HEALTHY & REFRESHED LOOK
- SHAVING IRRITATION
- SKIN REDNESS
- DRY SKIN & HYDRATION
- STRENGTHEN BLOOD VESSELS
- EXCESS OIL
- ELEVATING MOOD THANKS TO BENEFITS OF AROMATHERAPY



re-charge! mask

ANXIETY REDUCING, ANTI-AGEING & RECHARGING FACE MASK

re-charge! mask is a vitamin bomb that rejuvenates, regenerates and calms the skin. An injection of energy that will make your skin regain its glow, youth and healthy appearance.

Its natural scent has a mildly stimulating effect, elevates the mood and brightens the mind. Inspires to initiate nostalgic flashbacks of the places of calm & relax.

re-charge! mask is a cream that does not require face wash after use regardless of the time of day.

Moments of relaxation can be that simple!

key ingredients:

- PRIMADULCINE®
- UNIQUE VIT-C DERIVATIVE
- SAKE EXTRACT
- GOTU KOLA EXTRACT
- ARNICA FLOWER EXTRACT

helps with:

- ANTI-AGING
- DAMAGED SKIN
- SKIN REDNESS
- DULL SKIN
- BENEFICIAL IN MOMENTS OF ANXIETY



KOVALITE™ BODY CARE

de-sweat! ball balm

130ml / 4.4oz



re-fresh! body wash

200ml / 6.8oz

defend! body lotion

200ml / 6.8oz

KOVALITE™
BODY

re-fresh! body wash

REFRESHING, SOOTHING AND RELAXING BODY GEL

A relaxing body wash gel with a very efficient consistency. Effectively cleanses of impurities, while leaving the skin moisturized and perfectly refreshed. It helps to soothe irritations and prevent excessive drying of the skin.

Thanks to the composition of essential oils, it has a relaxing, aromatherapeutic effect. Refreshes mind and body in one simple step with a little touch of warm water. A scent that will make you want to stay with it longer.

ACTIVE INGREDIENTS

- D-PANTHENOL
- EMOLIENT OBTAINED FROM BABASSU OIL
- NATURAL BETAINE
- INULIN FROM CHICORY ROOT
- ESSENTIAL OIL OF BLACK SPRUCE & GRAPEFRUIT ESSENTIAL OIL

HOW IT HELPS?

- CLEANSSES THE SKIN OF IMPURITIES
- INTENSIVELY MOISTURIZES AND SOFTENES
- REDUCES IMPERFECTIONS AND STABILIZES FLAKE OFF
- SCENT COMPOSITION OF ESSENTIAL OILS REFRESHES MIND AND BODY IN ONE SIMPLE STEP



defend! body lotion

ALL-YEAR, MOISTURIZING BODY LOTION WITH SUPPORT OF NATURAL PROTECTION AGAINST UV/IR/HEV RADIATION

All-season body lotion spreads well and absorbs very quickly, leaving no sticky skin. Thanks to the content of active ingredients and natural oils in the formula, the formulation has a strong moisturizing and nourishing effect. The skin remains visibly smoothed and nourished.

defend! body lotion supports the natural protection against UV / IR radiation and against the damage of blue light. **However, the balm should not be treated as a sunscreen.** The fragrance composition contained in the recipe supports the relaxing effect.

ACTIVE INGREDIENTS:

- AQUAXYL
- LIQUID CRYSTAL EMULSATOR BASED ON OLIVE OIL
- STABILIZED CORN OIL
- MIX OF PLANT STEROLS
- NATURAL SUBSTANCE BASED ON BLUEBERRY PLANT STEM CELLS EXTRACT

HOW IT HELPS?

- MOISTURIZES AND NOURISHES THE SKIN
- REDUCES SKIN ROUGHNESS AND IMPROVES ELASTICITY
- SUPPORTS NATURAL PROTECTION AGAINST UV/IR RADIATION AND BLUE LIGHT DAMAGE
- AROMA THERAPEUTIC ADVANTAGE THANKS TO ITS NATURAL SCENT



de-sweat! ball balm

ANTI-SWEAT, CALMING AND IRRITATION SOOTHING BALM FOR INTIMATE AREA

A daily moisturizing balm for intimate areas, perfect for every man who cares about hygiene. Thanks to the high content of selected active ingredients, the formulation protects the skin against aggressive external factors such as chafing, scratches, irritation after shaving.

de-sweat! ball balm supports the fight against chafing. It has an antiperspirant effect and reduces body odor. The scent of the balm, giving a feeling of freshness and stimulating the senses, will add pleasure during intimate moments (not only for you).

ACTIVE INGREDIENTS:

- RICE POWDER
- COMPLEX OF ASIAN BASIL, MILK THISTLE AND GREEN ALGAE
- GREEN CARROT STEM CELL EXTRACT
- SYCHUAN PEPPER EXTRACT
- MIX OF TEA TREE, DAMASK ROSE, CHAMOMILE, GERANIUM, LEMONGRASS AND MAGNOLIA OILS

HOW IT HELPS?

- REDUCE ODOR
- HAS ANTI-PERSPIRATIVE EFFECT
- HELP PROTECTS THE SKIN AGAINST SCRATCHES, CHAFING, IRRITATION AFTER SHAVING
- SUPPORTS THE FIGHT AGAINST SORES IN THE GROINS
- SCENT CAN STIMULATE THE SENSES (NOT JUST YOURS)



relief! muscle bath & massage oil

MASSAGE AND BATH OIL THAT SUPPORTS BODY MUSCLE REGENERATION

Thanks to its active ingredients and the use of massage techniques, it accelerates the process of lactic acid resorption and reduces the formation of edema in the body. Treatment with the oil will shorten recovery time and increase muscle endurance, consequently enhancing training effectiveness.

BENEFITS OF SELECTED INGREDIENTS:

Complex of sage oil and Italian helichrysum flowers - Reduces the formation of lactic acid, limits the occurrence of soreness, increases muscle endurance, reduces fatigue, and shortens recovery time.

Rice oil - Has anti-inflammatory and stimulating properties. Accelerates epidermis regeneration and also protects collagen fibers.

Avocado oil - Accelerates the healing of minor wounds, has anti-inflammatory and soothing properties.

Sweet almond oil - Effective in evening out imperfections such as stretch marks, cellulite, and lack of skin firmness and elasticity.

Cottonseed oil - Known for its softening, nourishing, and anti-inflammatory properties.

Essential oils from grapefruit and black spruce - Have aromatherapeutic effects, gently stimulating. Supports the cleansing of the respiratory system.



PROFESSIONAL
SPA

1000 ml / 33.8 oz

SUSTAINABLE DEVELOPMENT AND RESPONSIBILITY



Improving men's emotional well-being

OUR CONTRIBUTION TO SOCIAL RESPONSIBILITY

The world has become a different place than we've known before, which is why close contact with friends and family is more important than ever. Too many men struggle with daily stress in solitude. Yet, there's no shame in examining one's own emotional state as well as that of their loved ones.

As a brand offering products actively addressing stress and anxiety, we aspire to focus on men who want to take control of their anxiety levels and positively impact their mental state through daily, healthy habits.

Our future mission is to contribute to and support programs that enhance men's mental well-being.

Vision for Sustainable Men's Beauty

What defines us is not only the actions we take but also the ones to which we say "no." We want to play our part in creating a more environmentally friendly world. Our mission is to create the best possible products while causing no unnecessary harm and limiting and taking responsibility for our environmental impact.

At Kovalite, we believe that healthy, happy people create better products. The process of creating anything, whether on an industrial or artisanal level, is never anything more than the result of a series of human interactions. People are the key.

Like most cosmetic companies, we design, test, bring to market, and sell. These are our areas of strength. When considering new packaging factories or sourcing materials, or evaluating existing ones, we take an approach that places social and environmental practices on par with quality standards and business requirements.



Our contribution to environmental responsibility



PRODUCT

Vegan formulas
Natural ingredients



PACKAGING

Airless packaging
PP packaging for recycling
No cardboard boxes - paper reduction



PHILOSOPHY

Innovative, simplified solutions
Selectivity in terms of partnership



Cosmetics Production Process

The production of Kovalite cosmetics is carried out in the plant in accordance with the **GMP, GHP and ISO 22716:2009 standards** according to controlled manufacturing principles. The plant makes every effort to comply with all applicable environmental protection rules and regulations.

The entire process of creating recipes was based on the idea of creating cosmetics with the greatest possible respect for the environment. The raw materials, mainly emulsifiers, were selected in the formulations so that the process (heat process), is carried out at the lowest possible temperature, which is intended to save the energy used to the entire technological process.

In addition, the special selection of raw materials for the recipes shortened the mass production time by half (under standard conditions in the warm process, production takes up to 6-7 hours).



Ingredients in recipes:

The highest quality raw materials were used in the recipes: organic oils & natural emollients.

We do not use synthetic fragrances and our choice is natural essential oils.

The selection of the main active ingredient Primadulcine (primrose extract), on which the entire Kovalite cosmetics series is based, was not a random choice, we were guided mainly by the choice of the raw material with the most effective degree of action, but also by its compliance with the **ECOCERT** and **COSMOS** organisations.

All active ingredients are used in quantities that have been tested by the manufacturer, which is very important to us because we create recipes maintaining the highest quality and, above all, respect for the customer.



Packaging

Kovalite™ SKIN bottles

- Airless bottles get nearly 99+% evacuation of the product, effectively reducing product waste.
- Keeps product fresh 15% longer.
- PP is a recyclable thermoplastic polymer. PP arguably comes with the smallest environmental impact among all plastic types.
- It produces less solid waste and less CO2 equivalents by weight than PET or PVC.
- No additional paper boxes are used per product.

Kovalite™ SET boxes

- Cartonboard boxes can be recycled after use or have multipurpose re-use.
- Box wrapper is made out of Krafliner 300, unbleached virgin fibers and contains the addition of high-quality waste paper fibers. The material is 100% recyclable. In addition it has FSC, an international certificate guaranteeing that paper come from the forests of responsible economy, meeting environmental and social standards.
- Transportation box is the same as set box. We don't put box in the box if not necessary.



WELLNESS ZONE



**The benefits of wellness
have become even more important
for men since 2020**

35-44 yrs old

Group with the largest
interest in wellbeing

30%

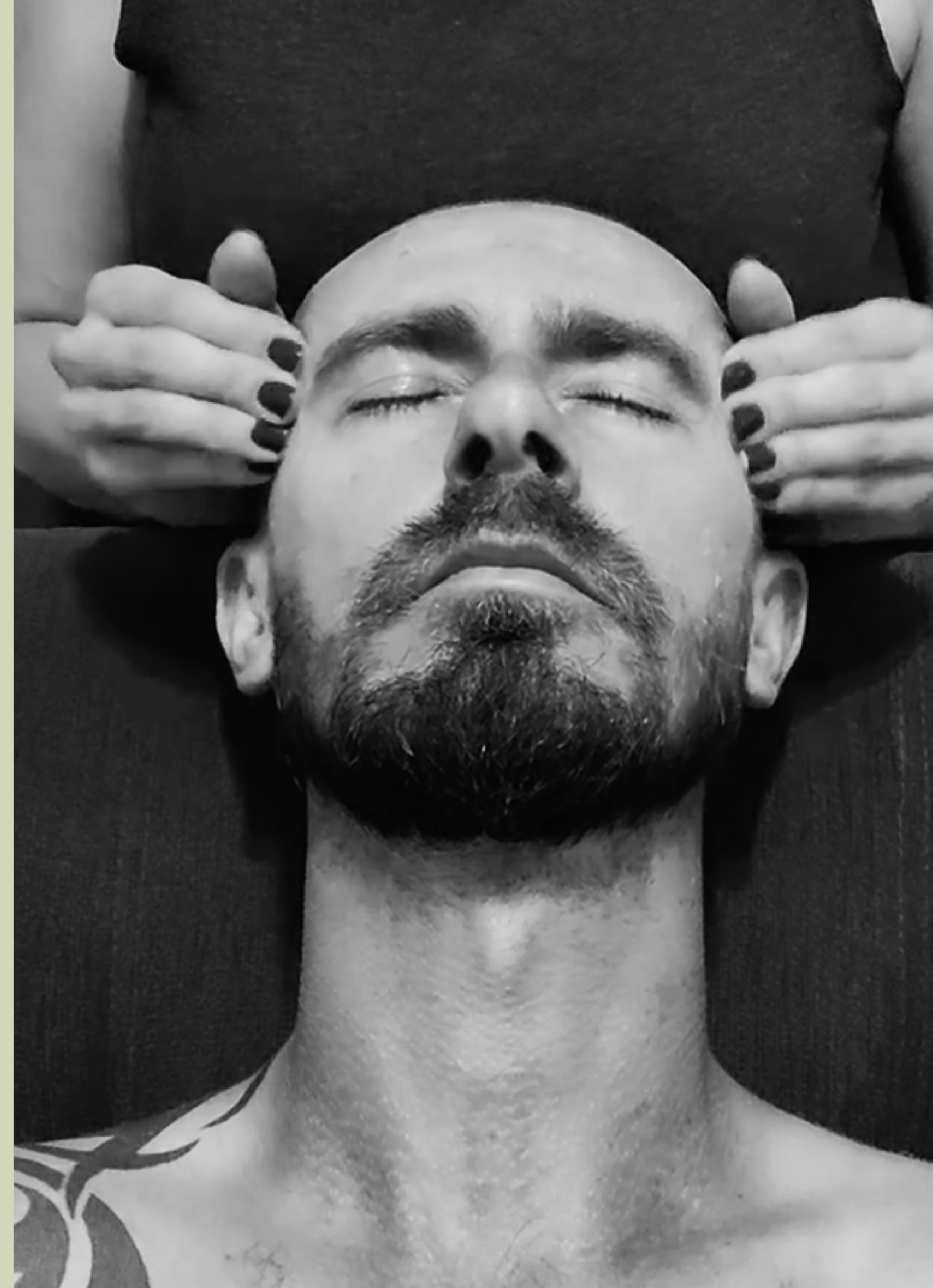
Believes that the wellbeing offer
for men it is too poor

SPA massage Express Stress Relief



We have developed a relaxing facial & body massage service as an extension of our stress relief philosophy and holistic well-being concept. The treatment is brief, allowing a busy man to indulge.

The massage aims to achieve maximum muscle tension reduction while delivering a fantastic final result of skin smoothing. With our massage, we encourage a momentary escape from the everyday micro-stresses.



Benefits

Kovalite care and treatment have been created with men's habits & preferences in mind. **It fills a gap in well-being offerings typically aimed at women:**

- **Fragrance:** Based on essential oils, it allows men to experience the benefits of aromatherapy. The woody scent alone increases the likelihood of male clientele choosing the treatment.
- **Treatment with men's cosmetics:** The offering is tailored for men who don't have to compromise and use treatments based on traditionally female cosmetics.
- **Product sales:** Massages are performed using products that are also available for purchase at the SPA. What you experience is what you can take home.



Our clients / SPA locations

Sheraton

INTERCONTINENTAL®
WARSAWA

Hilton
WARSAW CITY

Hilton
GDANSK

REGENT
WARSAW HOTEL

RENAISSANCE®
WARSAW AIRPORT HOTEL

HOTEL
BELLOTTO
★★★★★

SOLMARINA
GDAŃSK

Radisson **BLU**
SOPOT

Quadrille·Spa



KOVALITE'S ORIGIN AND RECOGNITION

Awards & nominations



Awards & nominations



VOGUE POLSKA BEAUTY AWARDS 2022

PIELEGNACJA
TWARZY
I CIAŁA DLA
MEZCZYZN



VOGUE POLSKA BEAUTY AWARDS 2024

PIELEGNACJA CIAŁA
DLA MEZCZYZN

Awards & nominations

BEST MEN'S
SKIN CARE 2023



BEST MEN'S
BODY CARE 2024



Awards & nominations

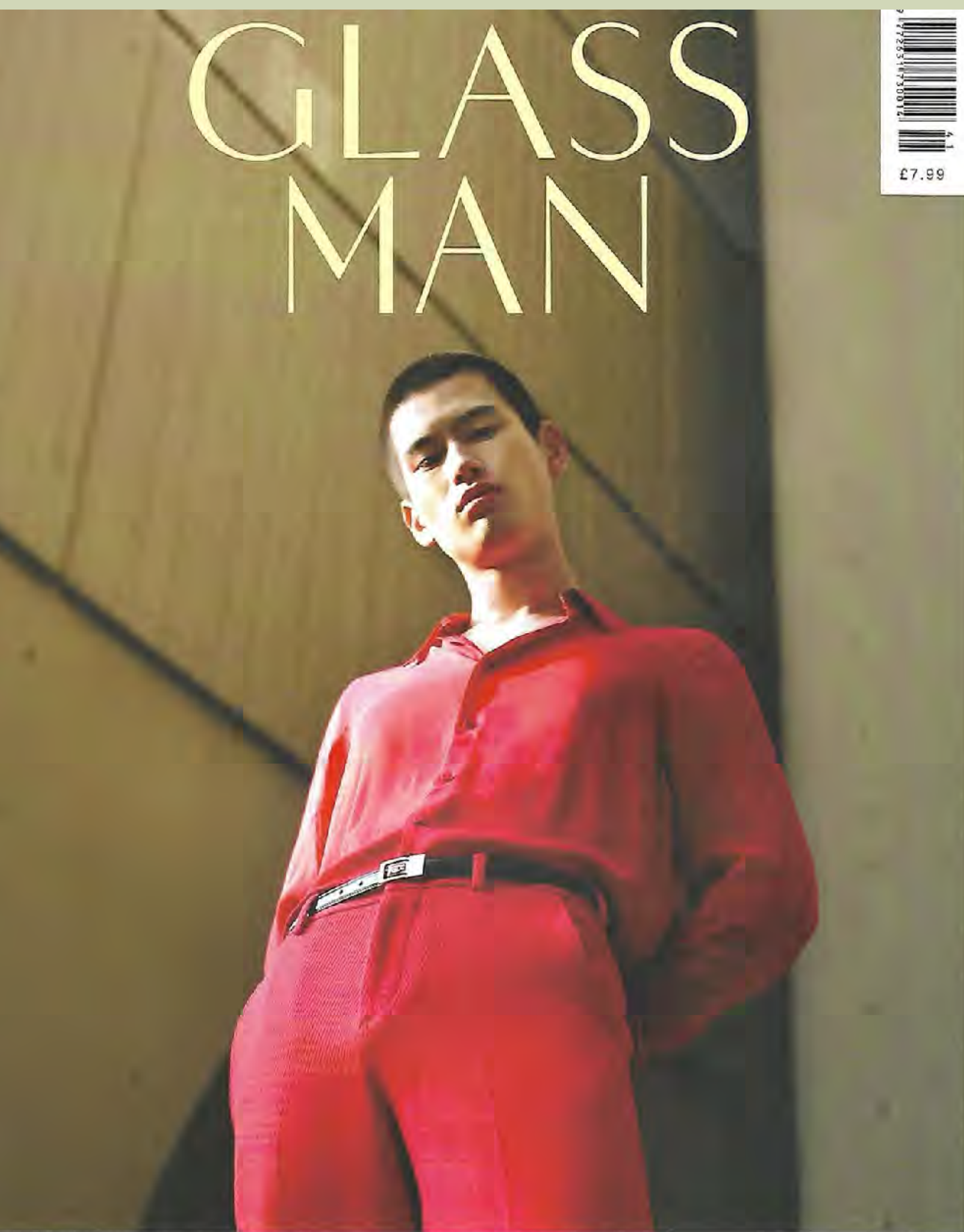
BEST MEN'S SKIN CARE SET 2023



In Press

MALE BEAUTY REPORT

The report has been featured in western media and has opened a discussion about Male Beauty disruption across US, UK and China.



#41 / GROOMING MALE BEAUTY IN THE SPOTLIGHT

Beauty products have for a long time been associated with femininity – and marketed as such. However, China is currently experiencing a groundswell of support for male beauty products, and brands are sensing that change is in the air. *Glass Man* discusses the new movement with Chris Krakowski, the Managing Director of China for Air Paris, the agency whose fascinating report looks at the upcoming changes to the beauty and cosmetic industries ↓



CHRIS KRAKOWSKI

The growth of the beauty sector over the past decade cannot be understated: we've moved from heritage brands into new and exciting avenues, with contouring, green beauty, baking, retinols and blending, to name a few highlights. But historically, beauty treatments have typically been targeted at, and for, women. So, as we begin a decade afresh – what is to come for the male beauty sector?

Air Paris, a brand development agency, has the usual offices in Paris and New York. But it is their location in Shanghai that is producing the most interesting results, with the realisation that male beauty trends are developing in China at a rapid rate. A truly remarkable report produced by the agency heralds male beauty as "China's next brand growth story", and the contents of the report are as illuminating as the various creams, skin treatments and make-up techniques that are currently being trialled and tested by many men in China.

Glass Man spoke to Chris Krakowski, the China Managing Director at Air Paris, who has over 18 years of experience in the fields of brand building, user experience, digital transformation and brand content development across China.

Could you share with us something about your career background? Also what is your personal skincare and grooming journey?

At Air Paris, I have created and grown the agency's digital practice for beauty and fashion clients before taking over as managing director, in charge of overseeing branding, creative vision and client development. My personal skincare journey accelerated while working with multi-national and emerging/disruptive beauty brands in China. In a few years' time, I've moved from a typical grooming stage to an advanced skincare routine, forging my own experiences and access to trends and innovations into insightful opinion on the beauty category in the Asian region.

How do you think that the idea of "self-improvement" has shifted from a typically highly stereotypical masculine body image to this new idea of "Little Fresh Meats" [a term in China used to describe the trend of handsome young males]? What was the catalyst, do you think, or has it been a gradual process?

It has been and still is a gradual process. We can't forget that China is a massive population with an audience of wide range self-improvement preferences. Not all modern Chinese men aspire to become Little Fresh Meats but indeed all are passionate about self-improvement.

Starting from the more conservative, who are driven fully by physicality, the rise of fitness and new means of data tracking and "body hacking" to the most explorative in major trend hubs, leaning toward intellectual and spiritual drivers.



FROM TO

SOURCE: T.MALL.COM

VOGUE

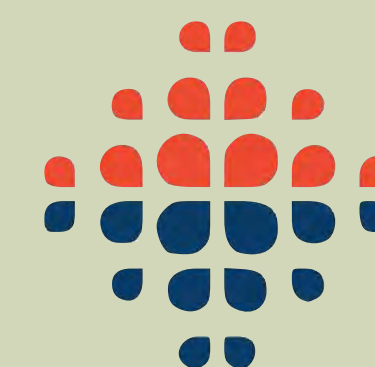
campaign

COSMETICS
BUSINESS

GLASS



prestíž
magazyn trójmiejski



ZATOKA
PIĘKNA

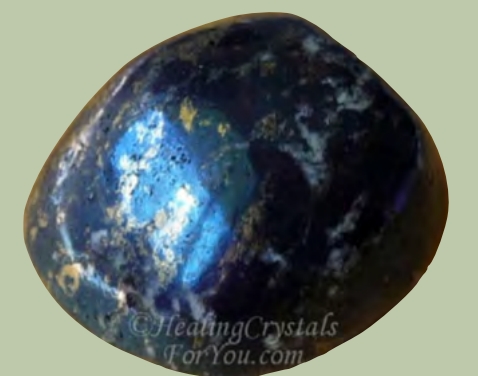




What the name „Kovalite” means?

The name KOVALITE™ originates from the word covellite. It's a rare mineral, sharp-edged, and challenging to work with. However, with a bit of effort, it can become the centerpiece of jewelry.

This is how we envision the modern man. He might be a bit rugged and challenging to handle, but once brought out of his shell, he has the potential to reveal a truer, gentler side.



**Healthy habits
make a ritual.**

Contact Us

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