

# RILASTIL

LABORATORIO DERMATOLOGICO

THE FORMULA FOR HEALTHY SKIN  
LIES IN THE RESEARCH OF ELASTICITY



MILANO | ITALY





## ITALIAN DERMO-COSMETIC EXCELLENCE

*The pharmaceutical experience of the four Ganassini group laboratories, the development of innovative formulas, the efficacy of 180 highly concentrated active ingredients are the main factors that make Rilastil the best solution for the skin's dermatological and aesthetic needs.*

*Rilastil is the ideal partner for consolidating the dermo-cosmetic area.*

## OUR HISTORY

### ESTABLISHMENT

Driven by his love for studying and research in chemistry and bio-chemistry since his early teens, Domenico Ganassini di Camerati, full Professor of Chemistry at the University of Pavia, founded the Istituto Ganassini in Milan.

1935



1972

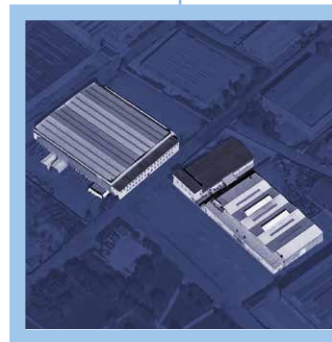
### THE RILASTIL BRAND WAS BORN

The current chairman of the Group, Domenico Ganassini di Camerati, chose to extend the pharmaceutical knowledge of the Company to beauty care: Rilastil was born.

### PRODUCTION

Istituto Ganassini founded its first production site in Milan. This is where we find the true essence of "Made in Italy": skilled and specialized labor. Every product is completely Italian: from the formula to its storage.

1982



2008

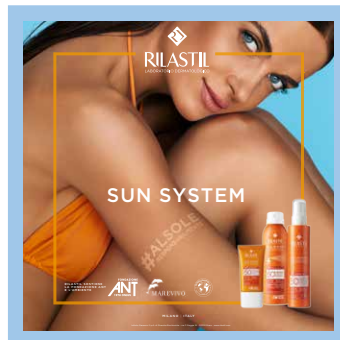
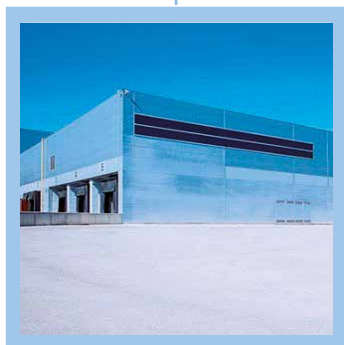
### RE-FOUND IDENTITY

Rilastil renewed the communication of its founding values: all-Italian, historical, research, efficacy and safety-oriented. This rebranding created and guided by the current CEO Giuseppe Ganassini di Camerati, was aimed at making the brand distinctive and memorable.

### THE BARCELONA SITE

Rilastil branched out to Spain with a new site. The opening of a site in Barcelona represented a major achievement, the launching pad for growth in Europe and the world.

2012



2020

### CONSOLIDATION AND COMMITMENT

Rilastil is now consolidated on the Italian market and is expanding abroad, recommended by pharmacists and prescribed by dermatologists, gynaecologists and paediatricians. Commitment and responsibility are constant in consolidating the excellence of the brand in relation to the environment and the people involved in every business stage.

### WORKING TOWARDS THE NEXT 50 YEARS

Dermatological prevention, environmental protection, sustainability and responsibility, in Italy and the world, with the same authority. These are the challenges and ambitions that drive our passion for research day after day.

*the future*





PROUD TO  
BELONG

*Rilastil is proud to belong to Italian group  
Istituto Ganassini, synonym for quality and  
authority in this sector, in Italy,  
Europe and the world.*

### The strength of a group with Italian roots and international ambitions

85

YEARS  
OF HISTORY

4

PRODUCTION SITES IN 4  
EUROPEAN AND EXTRA-  
EUROPEAN COUNTRIES

600

EMPLOYEES AROUND  
THE WORLD

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### The authority of our dermatological research laboratories

3.460

TESTS CONDUCTED ON  
RAW MATERIALS EVERY  
YEAR

4.116

TESTS CONDUCTED ON  
FINISHED PRODUCTS EVERY  
YEAR

ISO  
13845

CERTIFIED QUALITY  
MANAGEMENT SYSTEM

*Rilastil proposes innovative and specifically-formulated solutions to respond to all skin needs..  
This specialist approach is what made us leaders in some of the major dermo-cosmetic segments:*

**SEGMENT  
BODY CREAMS**

**1<sup>st</sup>**

**PLACE  
MARKET LEADER**

\*Unit sell out

**SEGMENT  
SUN CARE**

**1<sup>st</sup>**

**ITALIAN  
BRAND**

\*Unit sell out - 3 market players

**SEGMENT  
DEPIGMENTANTS**

**1<sup>st</sup>**

**ITALIAN  
BRAND**

\*Unit sell out

**SEGMENT  
HAND CREAMS**

**1<sup>st</sup>**

**PLACE  
MARKET LEADER**

\*Unit sell out

**SEGMENT  
ANTI-AGING**

**2<sup>nd</sup>**

**ITALIAN  
BRAND**

\*Unit sell out - 4 market players  
Focus area

**DERMATOLOGICAL  
RANGES  
GROWING  
RAPIDLY**

**ACNE AND  
XEROSIS SEGMENT**

Focus area

\*Data Source: IQVIA multichannel sell-out updated June 2020

**DERMATOLOGICAL ETHICS  
SUPPORTING CUTTING-EDGE  
FORMULAS AND  
ECOSUSTAINABLE COMMITMENT**



[www.ganassinisocialresponsibility.com](http://www.ganassinisocialresponsibility.com)



### QUALITY

At Rilastil we control every single stage of our production process, from raw materials to finished products, with the aim of complying with the strict quality parameters.



### RELIABILITY

Rilastil formulas comply with strict standards and are enriched with safe and increasingly effective active ingredients. Our constant commitment to guaranteeing safety and efficacy is actualized through the excellent work of our laboratories.





## TRUST

Rilastil has almost 50 years of history. A timeline of success and innovation. A journey that instils trust and highlights our reliability.



## RESEARCH

Our laboratories are the real core of our group, where innovative and effective formulas are carefully tested to provide consumers with the best solutions.



## SUSTAINABILITY

At Rilastil we recognise and embrace our social responsibility supporting projects and initiatives that we believe to be concretely useful as they are aimed at fulfilling real needs. Our environmental sensitivity is conveyed, for example, through our support for NGO Marevivo in protecting the sea and its resources.



## PREVENTION

Daily care for the skin is strictly connected to the value of prevention. This is why we are committed to underlining the importance of taking care of your skin today to ensure its wellbeing tomorrow, and with this belief we support ANT Foundation in its fight against Melanoma.

**NO TEST  
NO CLAIM**

*Istituto Ganassini has always placed the union of Research on effective and innovative active ingredients, together with Dermatological Safety, Dermatological Safety at the core of its mission, in every raw material and finished product.*

*Rilastil quality is constantly tested and confirmed by a series of controls conducted along the entire supply chain.*

*This is our commitment.*

## UNIQUENESS



### TESTED FOR NICKEL, COBALT, CHROMIUM, PALLADIUM AND MERCURY

All products at Istituto Ganassini are tested for the main metals that cause skin sensitivity, to guarantee tolerability and comfort.



### ELASTIC SKIN

Elastic skin is more resilient and receptive to dermocosmetic treatments. The name «Rilastil» originates from the term «Re-Elasticise». In every one of our formulas we add at least one elasticising active ingredient and we test its efficacy on skin.

## DERMATOLOGICAL SAFETY



### CLINICALLY TESTED

Efficacy tests are performed to check every claim declared on the products' packaging (moisturization, anti-aging, antioxidant, for sensitive skin).



### HYPOALLERGENIC

Human Repeated Insult Patch Test: 9 applications in 3 weeks on at least 50 volunteers, including sensitive skin; 2 weeks of rest; challenge test: repeated application on the previously-treated area and on a virgin patch. Dermatological evaluation.



### TESTED ON SKIN MICROBIOTA

The balance between skin and its microbiota is crucial to maintaining healthy skin. Our innovations are tested to contribute to strengthening this ally.



### DERMATOLOGICALLY TESTED

The products undergo a Patch Test, i.e. they are applied, covering a circumscribed area of skin that is subject to dermatological control after 48 hours.



### NONCOMEDOGENIC

Tests that allow to evaluate if the daily use of a product is responsible for the appearance of comedones, which can occlude the sebaceous follicle and cause skin blemishes.



### ANTI-POLLUTION

The products that undergo this test have the ability to protect skin against environmental (urban dust) and indoor pollution.



### OPHTHALMOLOGICALLY TESTED

Ophthalmological testing is conducted to assess the degree of tolerability of the cosmetic products to be used in the periocular area.



### BIODEGRADABLE

Our commitment to an eco-sustainable future is conveyed through formulas that are tested to be respectful of the oceans.



### BLUE LIGHT PROTECTION

Not everyone knows that visible light can accelerate skin ageing. Our most innovative formulas are tested against blue light, the strongest of visible radiations.



# CLEAN BEAUTY

*Skin is the largest organ of the human body, we wear it every moment of our lives.*

*In the same way, the environment surrounds us like a second skin, through the air that we breathe, the nature that we live in, the water and the food that it offers us and that we nourish ourselves with.*

The word 'skin' is often used to mean 'life'. Think of the expression: "save one's skin". Saving one's skin is therefore no different from saving the planet's skin.

Our skin tells our story, it flushes when our heart beats faster, it bristles with shivers, it pales... The planet reacts in the same way, with unforeseeable environmental phenomena that radically affect our life with repercussions on our health. In most cases, anything that is damaging to the environment is equally so to our skin. The vitality of our skin and planet are undeniably connected. Pollution accelerates skin ageing, for example, in the same way it causes the destruction of many ecosystems.

Scientists have long been observing our planet, aware of the challenge that this connection represents. **With the same awareness, the creators of our formulas are committed to developing formulas and packaging that are respectful and safe for the skin and the planet.**

The aluminium used in a lot of our packaging is an example of this clean approach. Protecting the integrity of the formula so that it maintains its dermatological safety attributes is as important as the environmental impact of the production and disposal. In both of these objectives, aluminium proves to be an excellent material that offers many PLUSES

## PROTECTION



## LONGER SHELF LIFE



## USER-FRIENDLY



## SAFETY



## SUSTAINABILITY





### SPECIFIC SOLUTIONS FOR ALL NEEDS

*Rilastil offers dedicated  
treatments for different skin types.*

#### DAILY

- *Cleansing*
- *Intensive hydration*

#### ANTI-AGING

- *Physiological ageing*
- *Premature ageing*

#### DERMATOLOGICAL

- *Hyperpigmentation*
- *Sensitive and reactive skin*
- *Rosacea and couperose*
- *Acne*
- *Xerosis*
- *Atopic dermatitis*

#### MAKE UP

- *Corrective make-up*
- *Decorative make-up*

#### BODY

- *Stretch Marks*
- *Inelastic skin and scars*
- *Skin sagging*
- *Cellulite imperfections*
- *Localised adiposity*

#### PAEDIATRICS

- *Cleansing and hydration*
- *Nappy rash*
- *Photoprotection*

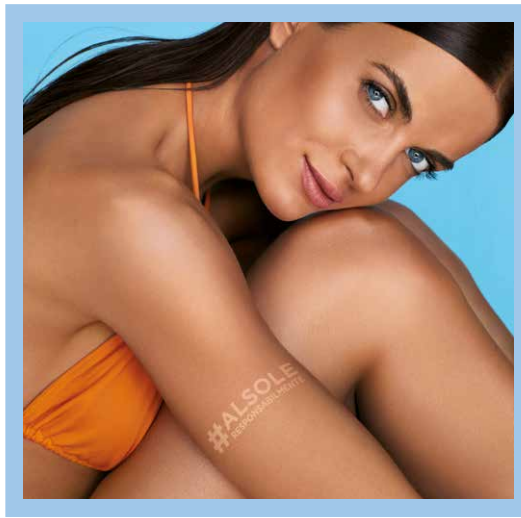
#### PHOTOPROTECTION

- *Adult: face and body*
- *Specific needs*
- *Child and infant*

#### MAN

- *Shaving*
- *Eye contour*







### OUR MOST POPULAR TREATMENTS

*Love for research meets the most diverse and common dermatological needs.*

*Our products are formulated to improve the wellbeing of your skin with the commitment of one who intends to honour their promise.*

*With this approach we strengthen our customer's trust every day.*

Every Rilastil formula is developed and valorised with its future user in mind in mind.

The excellence of our products translates into the loyalty of those who believe in the quality of Rilastil, satisfied with visible results and aware of the ethics and social-environmental commitment which have been consistent since the company was founded.

From the skill of our formula creators to the wellness routines that people dedicate to their skin, Rilastil treatments continue recounting expertise and solutions appreciated and handed down from generation to generation.





## STRETCH-MARK CREAM

Specific treatment for stretch marks that, thanks to its rich and creamy texture, is perfect for a beneficial and long massage. It can be used during pregnancy and breastfeeding.

Emollient, hydrating and elasticising with Essential amino acids, Vitamin complex and Rice bran oil.



## OUR BEST SELLERS



### D-CLAR DEPIGMENTING CONCENTRATE DROPS

Serum with intensive action, with Hydroxyresveratrol, Butylresorcinol and Clari-tech complex.

Intensive treatment to fight hyperpigmentation: sun spots, melasma, hyperpigmentation caused by drugs or post-inflammatory (acne) and dull and uneven complexion.



### MULTIREPAIR H.A. FACE DETOX SERUM

Repairing hydrating and plumping detox serum with Skinbioma and H.A. Complex.

With a silky texture, it helps detoxify\* skin by promoting cell renewal. It corrects the signs of time, it fills wrinkles and strengthens the skin's structure, re-balancing the skin's microbiota. With an anti-oxidant\* action, it protects against pollution\*.

*\* in vitro test*



### XEROLACT CLEANSING OIL

Anti-irritation, protective cleansing oil with moisturizing-replenishing complex.

It gently cleanses face and body, providing comfort.

It helps restore the barrier function, hydrating the skin.

It is suitable for infants, children and adults with severe dryness, fragile skin, atopic and prone to itching.



## XEROLACT HAND CREAM

Repairing, nourishing and protective cream with 20% shea butter.

Ideal for sensitive, very dry, chapped and damaged skin.



## SUN SYSTEM AGE REPAIR SPF 50+

Face sunscreen with a creamy texture, specifically formulated with Agerepair Complex to prevent and contrast photo-ageing.

It helps maintain the beauty of your skin, providing tone, elasticity and protection for a youthful and radiant appearance.

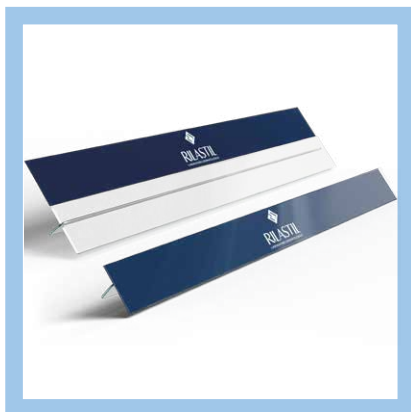


## SUN SYSTEM FLUID 100

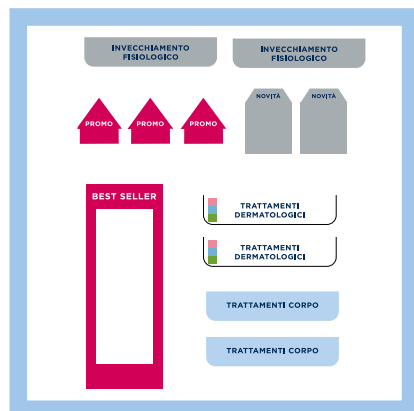
Hydrating and protective emulsion to protect even in the case of skin alterations and sensitive and reactive skin, especially light phototypes.

The ultra-light texture absorbs quickly, guaranteeing excellent skin comfort.

## SHELF DISPLAY



□ *Shelf talkers*



□ *Kit to customize the shelf*



### COHERENT AND RECURRENT COMMUNICATION

- Window posters
- Counter display
- Case
- Leaflet



### SALES AND PURCHASE INCENTIVES

- Product samples and testers
- Customised window display service
- Initiatives with promoters



## MULTI-CHANNEL COMMUNICATION

- Traditional and Digital PR
- Press Advertising Pages
- Out of home advertising
- Communication plan
- Radio and event sponsorships



## INTEGRATED AND TARGETED TRAINING

- Customised online training programs
- Traditional lessons with tips
- B2B platform dedicated to sell out



## MEDICAL INFORMATION

Our experts organise frequent moments of exchange and discussion to offer professionals in the pharmaceutical medical sector updated content and useful information to recommend and explain Rilastil treatments.



*Follow us on*



WWW.RILASTIL.COM

