

# Adrience~



## Market

The dermocosmetics industry has grown internationally since its conception and is now widely recognised as a valuable alternative to other skin care products. Advice and treatment using dermocosmetics has gained a valuable reputation through the use of natural sources or thermal water as the core ingredient. Offering the richness and benefits of the Adriatic Sea, Adrience utilised the knowledge that the sea is beneficial to healing techniques. The long-standing tradition of using seawater and treatments with wave therapy and balneotherapy at health spas has developed into a lucrative industry.

The Adriatic Sea, famous for its cleanliness and purity, is ripe with liquid mineral salts. Jacques Cousteau once said that the Adriatic Sea is unique in its transparency colour. Seawater has a greater variety and concentration of liquid salt than thermal water. This gave birth to the idea of using natural sources of the Adriatic as the key ingredient for Adrience products. Dermocosmetics Adrience is recognised for its unique qualities, not only through

the use of Adriatic minerals but for the ethos whose texture and feel that are also essential to the healing process. Adrience wants its customers to feel that they can enjoy the treatment process and visualize themselves on the coast of the Adriatic benefiting from the natural goodness firsthand. Adrience employ independent experts and dermatologists, therefore the quality of their products are confirmed by independent laboratories in France and Great Britain. The "Jadran" – Galen Laboratory has a twenty-year-old tradition of manufacturing pharmaceutical recipes and its reputation has helped Adrience grow significantly.

## Achievements

Adrience has rightfully secured itself a position amongst other top dermocosmetic brands. Surviving in a highly competitive market, Adrience has gained brand recognition and support from pharmacies in just two years. The launch of male skin care range, the Adrience Seapower, has proved extremely popular and has influenced many competing brands to launch similar male skin care products. Adrience

consists of AquaBio-3 Complex, which has proved very effective during treatment. Tests have proven its ability to strengthen the anti-oxidation protection by 74% in first time consumers. This is comparable to Vitamin E, however, the effect of AquaBio-3 Complex is much stronger. Moreover, the product increases elasticity of the skin. Regular use makes wrinkles less noticeable and in over three weeks their length and depth reduces as well. On many occasions independent journalists have singled out Adrience as the best skin care in the category of hydration and skin care.

## History

The "Jadran" Galen Laboratory is a pharmaceutical company that developed from the pharmacies "Jadran". They have an established tradition and experience with preparing and producing various products aimed for sale in pharmacies and chain stores.

Following years of research, Adrience was launched on the Croatian market in November 2006. It is the fruit of pharmaceutical experience





and research of the "Jadran" Galen Laboratory as well as numerous international markets. Carefully packaged and designed, Adriance reached a status of a premium brand within the pharmaceutical chain. Adriance has, in its short history, achieved a solid position among similar dermocosmetic products on the market. Following the trends and demands of the markets, it has built a solid basis for further development and implementation of new products within the brand.

### Product

Adriance is a derma cosmetic skin care range that consists of four groups of products aimed at different types and needs of skin:

Adriance Oligosource hydrates and nourishes normal and dry skin and is adapted for the most sensitive skin. Adriance Marine balances oil and imperfections in the skin. Adriance Aqualift alleviates signs of ageing in the mature skin. Adriance Seapower is the male skin care range.

Adriance's aim is to help consumers maintain youthful, healthy-looking skin. The products utilise synergy of nature, technology and science whilst basing their ethos on the natural goodness of sea algae and water from the Adriatic.

Thanks to advanced production technology, AquaBio-3 Complex is integrated into the products while pharmaceutical knowledge and experience of "Jadran" Galen Laboratory add quality and reputation to the products.

AquaBio-3 Complex is the combination of Coralline Officinalis, a plankton extract, and seawater. Coralline Officinalis is unique because it filters seawater, by retaining over 200,000 times more nutritive elements and mineral salts in its living cells than in the seawater that surrounds it. These nutrients are necessary for the healthy functions of skin cells. The plankton extract gives skin the energy while water provides it with vitality.

Early 20<sup>th</sup> century science research found that seawater is similar to blood plasma, however the medicinal quality of seawater has been known for centuries. For example, Quinton's Sea plasma

proved medicinal qualities during treatments against cholera. Several hundred thousand people infected with cholera were cured with the injection of purified isotonic seawater.

Minerals and oligoelements in seawater are found in a dose and form that benefits the cells of living organisms. Seawater contains numerous negative ions necessary for an exhausted organism. Carefully selected variations of algae, due to the products purpose, provide additional value in the Adriance products. Adriance products are manufactured without destroying the balance of the seawater in the process and finally are not tested on animals.

### Recent Developments

Adriance became a leading product in the male dermocosmetics industry (Source: A.C. Nielsen, June 01, 2008) and intends to continue in its quest to nourish male skin. Numerous brand promotion projects have shown the products are also purchased by visitors to Croatia and highlight the continuing strength of the brand and the value of promotion on the international market.

### Promotion

The Adriance brand would like consumers to identify with and value the products, therefore "Jadran" Galen Laboratory continually research the market and the satisfaction of consumers. Adriance empower their promoters and sales advisors through advanced knowledge and diagnosis of skin conditions. Determined to offer the best to consumers, Adriance constantly perfects products and communication strategy of the brand.

### Brand Values

Adriance is synonymous with the Adriatic Sea and has established itself as a premium brand. The unique qualities of the brand can be attributed to the knowledge that not only is Adriance the first Croatian dermocosmetic brand to use holistic treatment, but also utilises natural sources to create AquaBio-3 Complex.



Adriance perfectly complements the efforts of "Jadran" Galen Laboratory in satisfying the wishes of the modern consumers of health and beauty.

The recognizable style, colour and shape have made Adriance a brand of scientific and consumer faith.

[www.jgl.hr](http://www.jgl.hr)



### THINGS YOU DIDN'T KNOW ABOUT...

#### Adriance

- Adriance is the only brand whose formulation consists of the Adriatic Sea.
- The Adriatic Sea is one of the cleanest seas; the exchange of its waters lasts between 5 to 10 years, while the Mediterranean needs 70 to 100 years for this to occur.
- Tourists who have stayed on the Adriatic coast often choose Adriance products as souvenirs.