

PRESS RELEASE

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Driu Beauty – Science Based Beauty Philosophy

Driu Beauty is Lithuanian wise cosmetics brand created in a small company owned laboratory in Vilnius, the capital of Lithuania. Driu beauty products combines natural ingredients and synthetic elements which are scientifically proved that positively affect skin and is perfect for the right daily skincare.

„We are the company that believes in science and researches. When creating our products we always rely on the latest scientific research “, - says the the founder of Driu Beauty brand Indrė Urbanavičienė.

She points out that the Driu Beauty cosmetics lines were created together with scientists from Lithuanian University of Health Sciences. „In our products we use cosmetic ingredients that are only proved as beneficial for human skin and have positive effects on slowing down aging processes “, says I. Urbanavičienė.

Driu Beauty products are very high quality, luxury and exclusive and fit to people with different skin types. As the first line Wise Cosmetics with wide range of anti-aging products was created for mature skin of modern, self-caring, wise and independent woman, the second line - Wise Unisex, with key ingredient - prebiotics which protects skin against environmental effects and pollution, was created thinking about active young people and perfectly suits for everybody: teenagers, men and women.

Our newest creation line of concentrated serums - Wise Actives. Each serum contains one main active ingredient. These serums are designed to solve skin problems and are easy to incorporate into daily skin care routine. The compositions of the serums are enriched with other active ingredients that enhance the main effect, help improve skin condition and solve skin problems. The main active ingredients used in this line are ceramides, azelaic acid, niacinamide, PHA+AHA acids, peptides and enzymes.

Only scientific research-based, human skin beneficial ingredients are used in our cosmetics. Driu Beauty products contain 5 to 10 times higher concentrations of active substances in comparison to the used ones in cosmetic industry – antioxidants, moisturizers, vitamins, acids, elements identical to skin cells, skin nourishing and soothing ingredients, ingredients that promote production of collagen, elastin and cell renewal. Ingredients that cause allergic reactions and irritate skin, including dyes and odours that may cause allergic reactions, are not used. The ingredients present in the composition are intended to maintain perfect skin condition, protect it against environmental impact and slow down aging processes, as well as wrinkle formation.

„We pay great attention to external look of our products as well. The packaging is opaque and safe dosed, which helps protect active substances and vitamins from harmful exposure of light and sun, extend their validity and protect from contamination. As we care about nature and its resources, we do not use secondary packaging, thus helping to reduce consumption and “, - explains Indrė Urbanavičienė.

The founder of Driu Beauty brand Indrė Urbanavičienė is well known in Lithuania beauty industry. She is the author of two books, an author of educational articles about skin care, beauty treatments and cosmetics ingredients and a lecturer and author of educational seminars Wise Beauty about right skin care and cosmetics ingredients.

Driu beauty company is seeking for the highest quality in the market and represents the best products for the right daily skin care. Taking care of the clients and offering them the highest quality products fulfills the main company goal to make customers skin healthy and radiant.

Driu beauty products can be ordered online: <https://www.driubeaauty.lt/en>. For more information and consultancy on choosing the right products please contact the company's specialists on email:

info@driubeaauty.lt and follow Driu Beauty on Facebook: <https://www.facebook.com/driubeaauty/>,

Instagram: <https://www.instagram.com/driubeaauty/> and Linkedin: <https://www.linkedin.com/company/driu-beauty/> .

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- Facts:

- Driu Beauty company, established in 2013, presented it's products to the market in 2015.
- EU funds support for new products creation and production.
- Cooperation with Lithuanian University of health Sciences.
- Only scientific research based ingredients and innovative solutions are used in products' formulas.

More about Driu Beauty: <https://driubeaauty.lt/en/pages/apie-driu-beauty>

- Extra Information:

Driu Beauty Online shop: <https://www.driubeaauty.lt/en>

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