



**SHEIDA**  
— NATURAL BEAUTY —

**SKIN CARE CATALOGUE  
2025**





## THE BEST OF NATURE AND SCIENCE



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Sheida produces and uses Active Molecules in its products.



Sheida has been producing **skin care, body care, hair care** and **makeup** products for 30 years with the help of its strong R & D Department and adherence to **ISO and Euro GMP** standards.

Today, Sheida products are available in more than 30 countries around the world.



EURO GMP  
CERTIFICATION



ISO 22716:2007  
CERTIFICATION





WE GET HELP FROM  
**NATURE FOR YOUR  
BEAUTY**

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# MINERAL ULTIMATE LIFTING SERIES

*WE REPAIR WITH COMPASSION*



It provides the care your skin needs against signs of aging and sagging. The new Sheida Mineral Ultimate range contains the effect of the Turkish city of Afyonkarahisar's natural and rich mineral waters.



It was developed in partnership with Ege University Faculty of Pharmacy and Turkish Red Crescent within the framework of the TÜBİTAK 1505 Technology and Innovation support program.



Sheida Mineral Ultimate Lifting Series is designed to provide the natural care that the skin needs.



## MINERAL ULTIMATE LIFTING SERIES

As we age and are exposed to various environmental factors in our daily lives, our skin may develop wrinkles, lines and sagging. This is particularly noticeable in temperate and hot climates as we get older. However, these effects can be mitigated through consistent maintenance of our skin.

Sheida's Mineral Ultimate Lifting Series is designed to cater to the specific needs of the skin.

Regular use of this series can bring about a noticeable improvement in areas that show lines and wrinkles.

Plus, thanks to its meticulously crafted formula, the Sheida Mineral Ultimate Lifting Series is capable of restoring the optimal balance of vitamins and moisture required for healthy skin structure. This series also provides a firming and regenerative effect on the skin.



Provides natural filling effect against wrinkles around the eyes.



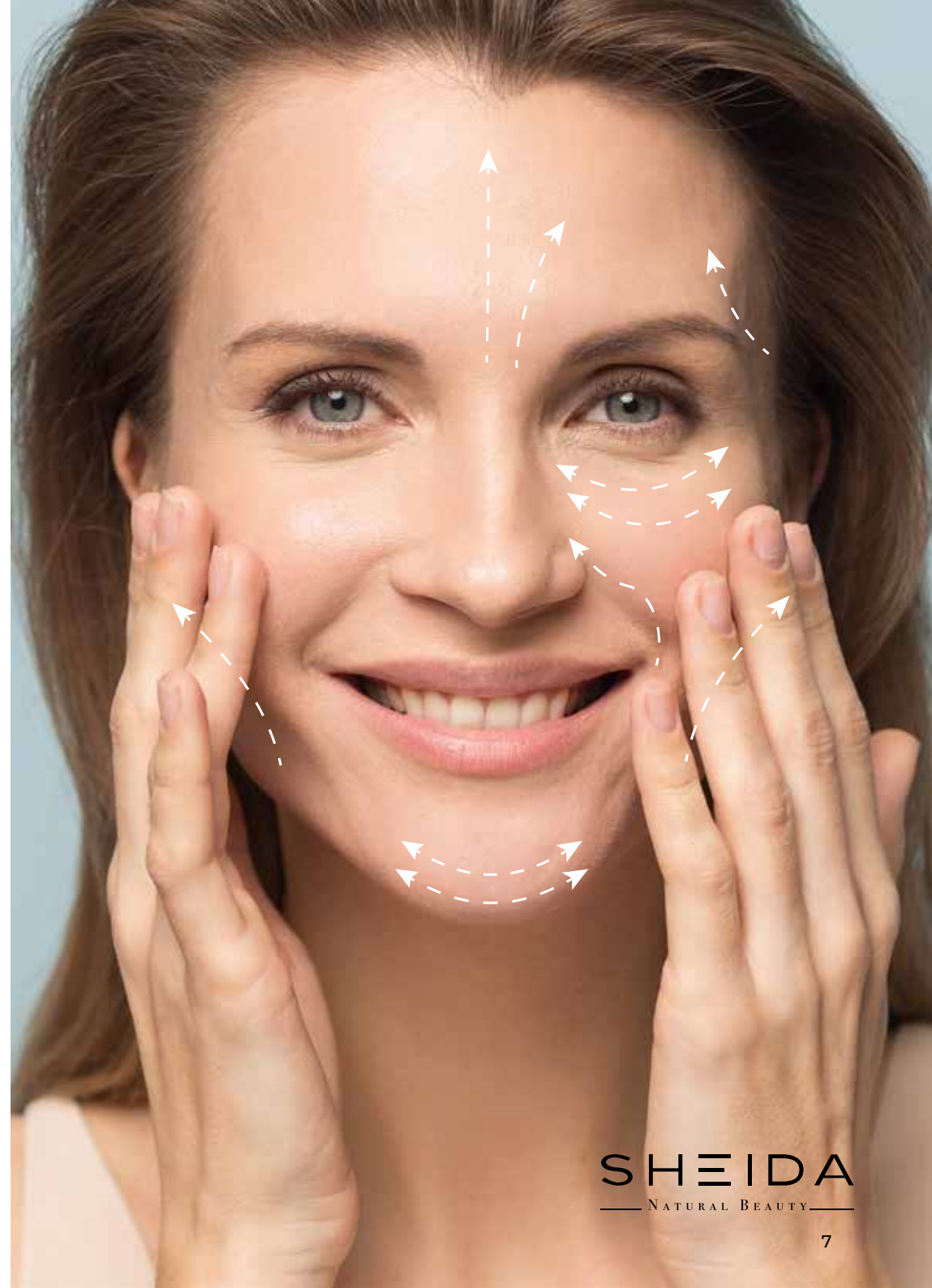
Helps in recovering neck and decollete sagging.



Strengthens your skin barrier and increases its elasticity.



Rich natural actives to nourish your skin.



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# MINERAL ULTIMATE LIFTING SERIES

## BIOTECHNOLOGICAL ACTIVE NATURAL INGREDIENTS

### **Punica Granatum (Pomegranate Flower Extract)**

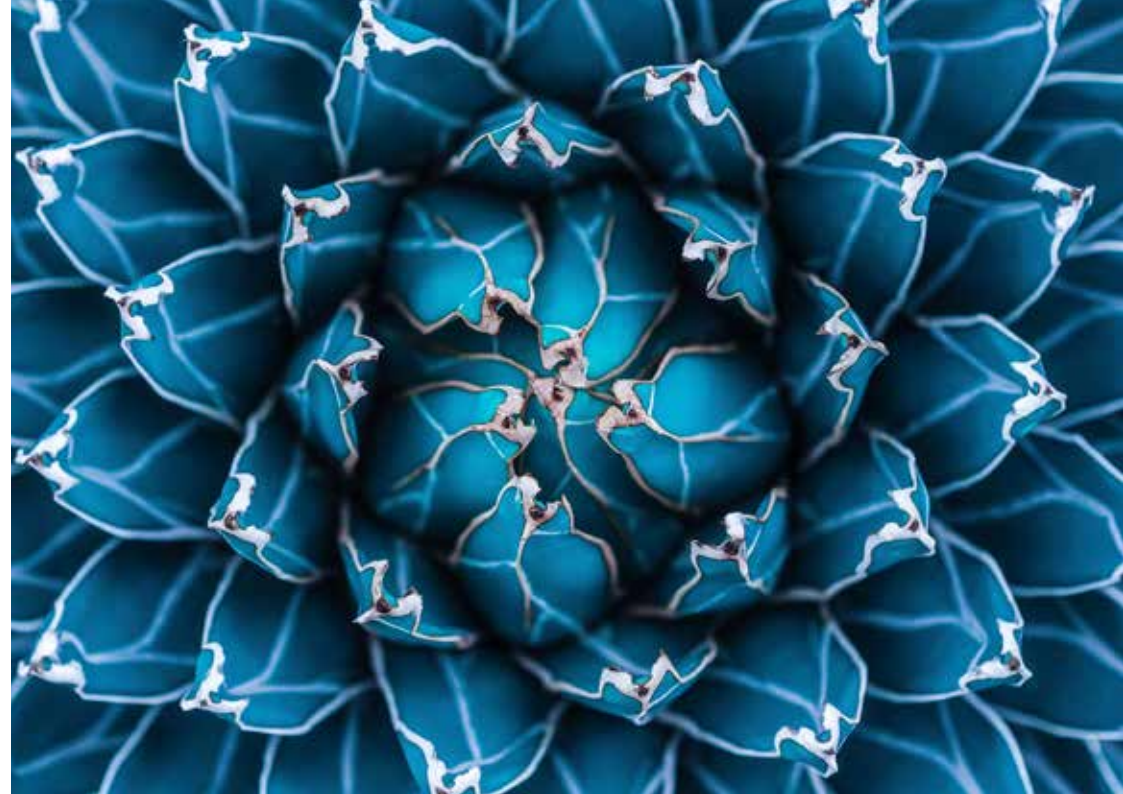
It has been proven during in vivo studies that Pomegranate Flower extract increases collagen synthesis and creates visible change. Scientific studies with this extract have been shown to reduce deep wrinkles and increase the smooth appearance of the skin.

### **Agave Tequilana**

It creates an effective polysaccharide network on the skin. It is effective on wrinkles within 5 minutes of application. It creates a gentle softening texture on the skin. It is a tightening, recovery and elasticity increasing natural active ingredient.



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### **Aesculus Hippocastanum (Horse Chestnut Extract)**

This extract creates significant transformation in the areas with visible wrinkles and lines. It enhances the dynamism of fibroblast cells, delivering a powerful solution to wrinkles and lines by improving the connection structure between the epidermis and dermis. This results in long-lasting flexibility and firmness.

### **Ribose**

It stimulates new ATP synthesis and increases cell functioning by increasing oxygen consumption. It removes the factors that make the skin look aged.

### **Sodium Hyaluronate (Hyaluronic Acid)**

It helps the skin look younger and less wrinkled. It also plays an important role in maintaining moisture balance



# MINERAL ULTIMATE LIFTING SERIES

## DAY & NIGHT CREAM

The Sheida Mineral Ultimate Lifting Series Day & Night Creams boast a powerful formula that fulfills multiple requirements of the skin. Formulated with herbal extracts and natural mineral water obtained through biotechnological methods, it is effective against signs of aging and skin sagging. Consistent use of these products leads to a visible improvement in areas of the skin with lines and wrinkles. Its natural active ingredients provide a firming and regenerating effect, increasing skin elasticity and countering sagging. Plus, the minerals in the formula help maintain the skin's moisture balance and overall well-being.



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# MINERAL ULTIMATE LIFTING SERIES

## EYE CREAM

The Sheida Mineral Ultimate Lifting Eye Cream is infused with biotechnological natural active ingredients that promote healthy skin elasticity. Its intense moisturizing properties, which are noticeable from the first day of use, help to tighten and smooth the delicate skin around the eyes. With regular use, this eye cream visibly reduces the appearance of wrinkles by imparting a natural “Lifting” effect, particularly around the eye area.

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# MINERAL ULTIMATE LIFTING SERIES

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## LIFTING SERUM

Sheida's Mineral Ultimate Lifting Serum is meticulously formulated to restore the optimal balance of vitamins and moisture required for healthy skin structure. Its firming and regenerative effect helps combat signs of aging. Enriched with natural active ingredients, this serum provides the essential care that the skin needs, and its fast absorption gives a unique and pleasant sensation upon application.



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# MINERAL ULTIMATE LIFTING SERIES

## SLEEPING MASK

Daily stress, late-night sleeping habits, air pollution, harsh environmental conditions, hormonal changes and health conditions such as type 2 diabetes and menopause can accelerate premature aging and negatively affect our skin. To counter these effects, the Sheida Mineral Ultimate Lifting & Anti-Aging Sleeping Mask offers comprehensive skincare for the night.

Its specially developed formula features vitamin E granules that nourish and rejuvenate the skin, delaying signs of aging. Ribose, obtained from Egyptian corn, and Hyaluronic Acid restore moisture to dry skin, while Agave Tequilana extracts impart a natural firming and regenerating effect. Chamomile Flower and Aloe Barbadensis extracts provide a revitalized and healthy appearance to the skin.

This Sleeping Mask can be used as an intensive emergency care alternative to the Night Cream.

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# MINERAL ULTIMATE LIFTING SERIES

## NECK AND DÉCOLLÉTÉ CREAM

Exposure to various environmental factors such as pollution, harsh weather conditions and hormonal changes can accelerate the aging process and cause negative side effects on the skin of the neck and décolleté areas. Over time, wrinkles and sagging can become apparent and dark spots may also appear.

To address this, the Sheida Mineral Ultimate Anti-Wrinkle & Lifting Neck And Décolleté Cream is specially formulated to provide comprehensive care for this delicate skin. The Agave Tequilana extract used in the formula offers a natural firming and toning effect, reducing the signs of aging and sagging in these areas. Nobiletin is effective in lightening spots caused by sun damage and other factors, evening the skin tone. Additionally, the Hyaluronic Acid in the formula helps the skin to regain lost moisture.



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# MINERAL ULTIMATE LIFTING SERIES

## COLLAGEN CREAM

Collagen is one of the building blocks of our skin, giving it the tight and plump appearance. However, as we age, the amount of collagen in our skin decreases, leading to sagging, wrinkles and lines. Fortunately, using skincare products that increase collagen production can help prevent these signs of aging and give us a more youthful and radiant look.

Sheida Mineral Ultimate Collagen Cream stands out from other collagen-containing products as it is formulated with third generation collagen, which has been scientifically proven to be fully compatible with human DNA. This means that the skin can quickly absorb and support the collagen, providing a natural-looking appearance.

This cream effectively combats signs of aging such as loss of firmness, wrinkles and fine lines, while also promoting collagen production. Instead of creams containing collagen, research has found that it is better to use products with ingredients that accelerate the production of your body's own collagen. The compatibility of Sheida Mineral Ultimate Collagen with human DNA makes this process more efficient.

In addition to moisturizing the skin, Sheida Mineral Ultimate Collagen strengthens the skin's outer defense barrier, supports its natural repair mechanism and nourishes it against signs of aging. It enhances skin fullness and reduces pore appearance. The cream has a light and fast-absorbing texture, making it ideal for daily use.

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A close-up photograph of three young women with diverse backgrounds, smiling warmly at the camera. The woman on the left has dark skin and dark hair, the woman in the center has light skin and dark hair, and the woman on the right has light skin and light brown hair. They are all wearing natural-looking makeup.

# NATURAL BEAUTY **NATURAL COSMETICS**

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# SNOW ❄ WHITE

## SPOT CORRECTOR SERIES

NATURE CAN GIVE  
**YOU EVEN SKIN TONE**



Nobiletin is a natural active molecule obtained from orange peel and its effectiveness has been proven in Sheida laboratories.



Day Cream protects skin from the formation of new spots with its SPF 15+ protective filters.



With its nourishing formula that enriched with vitamins it provides a skin renewal with a natural effect.

## SNOW WHITE SPOT CORRECTOR SERIES

The Snow White Spot Corrector series by Sheida is designed to reduce dark spots and even out skin tone, with a formula that is suitable for all skin types.

**The Snow White Spot Corrector series, developed as a result of long-term scientific studies within the scope of R & D projects at Ege University Science Technology Application and Research Center, has been effectively developed to remove skin blemishes.**

The key active ingredient in this series is the Nobiletin molecule, derived from orange peel, which has the ability to brighten and tone the skin by inhibiting melanin synthesis.

What sets the Snow White Spot Corrector series apart is that it achieves its lightening effect without causing any toxic or irritating side effects. The series contains natural active metabolite, PMF, also derived from orange peel, which has been shown to be more effective than other alternatives. Additionally, the formula is enriched with vitamins E and C, which provide nourishment to the skin and help protect against abrasions. With this series, you can achieve a clearer, more even skin tone without any negative side effects.



Helps in eliminating the dark spots on the skin layer by inhibiting the synthesis of melanin.



Helps in protecting skin against blemishes that may occur.



Helps in improving wrinkles appearance on the skin with its anti-aging effect.



Nourishes the skin and provides cell renewal effect.



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# SNOW WHITE SPOT CORRECTOR SERIES

## BIOTECHNOLOGICAL ACTIVE NATURAL INGREDIENTS

### **Nobiletin**

By inhibiting the synthesis of melanin, which causes the formation of dark blemishes on the skin's surface, it eliminates the dark spots. It has a powerful cell regenerative property.

Nobiletin is a naturally active molecule obtained from orange peel and its effectiveness has been proven in Sheida laboratories.

With its nourishing formula enriched with vitamins, it provides natural support to the regeneration of skin.

### **Butyrospermum Parkii Butter (Shea Butter)**

It is rich in essential vitamins for the skin and is a natural moisturizer that helps to maintain the skin's daily moisture needs. It forms a protective layer on the skin, restoring its moisture balance.



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### **Prunus Amygdalus Oil (Sweet Almond Oil)**

It is a deep and effective moisturizer. It helps soothe skin irritations. It delays the aging process, nourishes the skin and creates a smooth and soft appearance.

### **Vitamin E**

It supports the nourishment and regeneration of the skin, and helps repair damaged skin.

### **Vitamin C**

Vitamin C boosts collagen synthesis, which delays the aging process. Its powerful antioxidant properties help combat harmful free radicals that can damage the skin. It also assists in shielding and restoring the skin from the effects of UVA and UVB rays.

## SNOW WHITE SPOT CORRECTOR SERIES

### DAY CREAM WITH SPF 15+

The Snow White Spot Corrector and Lightening Day Cream offers more than just spot reduction. It provides protection from the sun's harmful effects by incorporating UVA and UVB filters in its formula. Enriched with vitamins E and C, it nourishes and supports natural skin regeneration, while also moisturizing, toning and brightening the skin. Its unique formula helps to prevent the formation of sun-induced spots, while simultaneously reducing the appearance of existing ones.



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# SNOW WHITE SPOT CORRECTOR SERIES

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## NIGHT CREAM

The Snow White Spot Corrector and Anti-Aging Night Cream is specifically designed to support the skin's natural renewal process that occurs during the night. Its unique formula helps to store all essential nutrients, vitamins and minerals beneath the skin, while also working to reduce the appearance of dark spots. By regulating skin damage and preventing the signs of aging, this night cream provides comprehensive care for your skin.





# SNOW WHITE SPOT CORRECTOR SERIES

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## SPOT CORRECTOR SERUM

This Spot Corrector and Lightening serum is formulated to provide excellent tolerance and protection for all skin types. It is highly effective against skin blemishes and quickly penetrates the skin to combat dryness and signs of aging. Its biotechnological natural active ingredients help to remove blemishes and tone the skin, while promoting natural skin regeneration. For optimal results, it is recommended to use this serum in combination with the Snow White day and night creams.



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# SNOW WHITE SPOT CORRECTOR SERIES

## HAND CREAM

The Snow White Spot Corrector and Lightening Hand Cream is specially designed to protect and nourish all skin types with its optimal formula. This cream deeply penetrates the skin to instantly moisturize and prevent dryness. It effectively removes blemishes and tones the skin, while its biotechnological active ingredients provide a natural regeneration effect on your hands. The addition of Vitis Vinifera Seed Oil (Grape Seed Oil) in the formula helps to relieve dryness and further moisturizes the skin. Its nourishing properties offer instant relief and deeply moisturize the skin, leaving your hands feeling soft and smooth.

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# SNOW WHITE SPOT CORRECTOR SERIES

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## WHITENING CREAM FOR UNDERARM AND SENSITIVE AREAS

This product is designed to lighten and even out the skin in these sensitive areas. Over time, areas such as underarms and sensitive areas can become darker due to waxing, laser treatments and other factors. This cream helps prevent darkening and gradually restores and brightens the skin. It also doesn't dry out the skin and leaves it feeling smooth.



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# SNOW WHITE SPOT CORRECTOR SERIES

## CC CREAM

The Snow White Spot Corrector series is specially formulated to provide optimal tolerance and protection for all skin types, and is designed to remove dark spots on the skin. Developed through extensive scientific research in collaboration with Ege University Science Technology Application and Research Center, the main ingredient is the Nobelitin molecule derived from orange peel, which effectively lightens and tones the skin by inhibiting melanin synthesis. Despite the spot-removing and lightening effects, it does not cause any toxic or irritating side effects on the skin. Additionally, PMF, a natural active metabolite from orange peel, has been found to provide more effective results than other similar ingredients. Vitamins E and C are also included in the formula to nourish the skin and provide protection against abrasions.

Snow White SPF 30 Spot Corrector CC Cream provides even skin tone and moisture for all skin types, without causing oiliness throughout the day. It has a superior covering feature that provides a fresh and smooth appearance on the skin all day long. This cream also protects the skin from harmful UVA and UVB rays. Thanks to Nobelitin obtained from orange peel, it acts to even out skin tone, not only covering the skin with the color of foundation on the surface but also evening out the skin over time.

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BELIEVING IN  
YOUR **BEAUTY,**  
**MAKES YOU MORE**  
**BEAUTIFUL !**

# ENDLESS YOUTH

## ANTI-AGING SERIES

*THE KEY TO ETERNAL YOUTH*



Endless Youth provides intensive skin care with its unique formula enriched with Ribose (extracted from corns), which has anti-aging and anti-wrinkle properties. It contains vitamins E and C that help the skin maintain its moisture level throughout the day.



It has been developed and commercialized during the 'USE OF FLAVONOIDS OBTAINED FROM PLANT LEAVES AND FLOWERS IN COSMETIC PRODUCTS AS RAW MATERIALS' project at our AR-GE department within the Aegean Technopark Technology Development Zone.



With its special formula, it nourishes the skin and gives it a youthful, wrinkle-free appearance. It repairs the damaged skin and provides an anti-aging effect.



## ENDLESS YOUTH ANTI-AGING SERIES

Endless Youth offers comprehensive care with its anti-wrinkle, anti-aging and natural cell energy-enhancing properties. Its active ingredient, Ribose, is derived from corn seeds using biotechnology.

Adenosine triphosphate (ATP) is the molecule that carries energy within cells. As we age, ATP synthesis decreases, leading to visible signs of aging. During periods of stress, the cell's energy demand surpasses its recycling capacity, causing a decrease in ATP synthesis.

The specially formulated Endless Youth series contains Ribose, which is a fundamental building block of ATP structure. Supplying the skin with Ribose encourages the synthesis of new ATP, replenishing the cell's energy reserves and enhancing cell functions. This strengthens the skin's regeneration ability, increases oxygen consumption, and enhances dermal component synthesis, resulting in improved cell functioning.

We have formulated the best active ingredients for a more vibrant and elastic skin.



Slows down the aging effects of by increasing collagen synthesis. And smoothes wrinkles on the skin.



Nourishes, renews cells and provides energy to the skin.



Moisturizes the skin and maintains its moisture balance.



Provides the care that the skin needs.



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# ENDLESS YOUTH ANTI-AGING SERIES

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## BIOTECHNOLOGICAL ACTIVE NATURAL INGREDIENTS

### **Ribose**

It stimulates new ATP synthesis and increases cell functioning by increasing oxygen consumption. It removes the factors that make the skin look aged.

### **Sodium Hyaluronate (Hyaluronic Acid)**

It helps the skin look younger and less wrinkled. It also plays an important role in maintaining moisture balance

### **Vitamin E**

It supports the nourishment and regeneration of the skin, and helps repair damaged skin.

### **Vitamin C**

Vitamin C boosts collagen synthesis, which delays the aging process. Its powerful antioxidant properties help combat harmful free radicals that can damage the skin. It also assists in shielding and restoring the skin from the effects of UVA and UVB rays.



# ENDLESS YOUTH ANTI-AGING SERIES

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## **DAY CREAM** (FOR NORMAL AND COMBINATION SKIN)

This product offers comprehensive daytime care that moisturizes the skin and enhances its texture, leaving it softer and smoother. The biotechnological natural active ingredients in its formula provide nourishing and regenerative properties. Its gentle formula is carefully designed to alleviate skin tension, quench its thirst, saturate it with moisture and soften it. It delivers the essential vitamins and care that the skin needs.

## **NIGHT CREAM** (FOR NORMAL AND COMBINATION SKIN)

In our daily lives, skin is exposed to various factors such as sun rays, wind and excessive contact with water, which can result in dryness and sensitivity. The Endless Youth Anti-Aging Night Cream offers complete care to tired skin throughout the night. It helps restore lost moisture from the skin during the day and nourishes and softens the tired skin with its special formula. With regular use, it provides a more youthful and smoother appearance to the skin.



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# ENDLESS YOUTH ANTI-AGING SERIES

## EXTRA RICH DAY CREAM (FOR DRY AND SENSITIVE SKIN)

Our skin is prone to becoming dry and sensitive during the day due to exposure to the sun, water, wind and other factors. Endless Youth Extra Rich Anti-Aging Day Cream, with its extra-enriched formula, is designed to keep the skin barrier flexible and moisturized, effectively protecting it from such exposure. This cream has been specifically developed to cater to dry and sensitive skin types, and it helps to balance the skin's vitamin and moisture needs. Its fast-absorbing formula provides a unique and refreshing sensation upon application.

## EXTRA RICH NIGHT CREAM (FOR DRY AND SENSITIVE SKIN)

During the day, our skin is exposed to a variety of harsh factors such as the sun, water, wind and more, causing it to become dry and sensitive. Therefore, it is crucial to apply skin care products at night. Endless Youth Extra Rich Anti-Aging Night Cream, with its extra enriched formula, helps to strengthen the skin's resistance by keeping its barrier flexible and moist. Developed specifically for dry and sensitive skin, this formula provides the necessary vitamins and moisture balance, while also refreshing the skin. The cream quickly penetrates the skin and doesn't leave a greasy feeling, offering a pleasant and easy-to-use experience.

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# ENDLESS YOUTH ANTI-AGING SERIES

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## ANTI-AGING SERUM

As we age and face daily environmental stressors, our skin undergoes unwanted changes that can only be addressed through consistent care.

The Endless Youth Anti-Aging Serum is specifically formulated to provide the necessary maintenance that your skin needs.

Through regular application, it revitalizes and visibly improves the appearance of your skin. For the best results, we recommend pairing the Endless Youth Serum with the day and night creams from the same series.



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# ENDLESS YOUTH ANTI-AGING SERIES

## RADIANT ANTI-AGING EYE SERUM

As we age and are exposed to external factors, the eye area can show undesirable changes such as swelling and bags. Regular maintenance is necessary to address these effects.

Endless Youth Radiant Eye Serum is specially formulated to provide the care that the eye area needs.

It supports circulation and provides lymphatic drainage to reduce swelling and bags when applied. Regular use can result in significant improvement in the eye area. The serum is also effective against dark circles.



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# ENDLESS YOUTH ANTI-AGING SERIES

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## HAND CREAM

The Endless Youth Hand Cream is designed to prevent wrinkles and water loss on the hands, which often have thin skin that is easily damaged by frequent exposure to chemicals and water. It helps rebuild the protective layer of the skin and restores moisture to the hands.

With its enriched herbal formula, this hand cream provides protection against external factors and instant relief through its deep moisturizing effect.



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**WE NEVER STOP  
WORKING TO  
FIND NEW  
MOLECULES**

# HYDRATING SERIES

YOU CAN CONTROL  
**YOUR SKIN'S MOISTURE**



Thanks to the active ingredients in its formula, it instantly penetrates dried and worn skin. It gives a more moist and youthful appearance.

It has been developed and commercialized during the 'USE OF FLAVONOIDS OBTAINED FROM PLANT LEAVES AND FLOWERS IN COSMETIC PRODUCTS AS RAW MATERIALS' project at our AR-GE department within the Aegean Technopark Technology Development Zone.

Its enriched herbal formula moisturizes your skin nourishes it with natural effect.

It provides instant relief to the skin with its moisturizing formula.



## HYDRATING SERIES

The Hydrating series is designed to combat dryness and dullness of the skin by utilizing the biotechnological natural active ingredients in its formula. With its 24-hour effect, it offers a refreshing and soothing experience for the skin throughout the day. Its herbal formula is enriched to help restore the skin's smoothness and lost radiance, while providing protection against external factors. It is also fast-absorbing, making it easy and convenient to use.



Moisturizes the skin and maintains its moisture balance.



Nourishes, renews cells and provides energy to the skin.



Slows down the aging effects of by increasing collagen synthesis.



Soothes the skin and prevents allergic reactions.

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# HYDRATING SERIES

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## BIOTECHNOLOGICAL ACTIVE NATURAL INGREDIENTS

### **Ribose**

It stimulates new ATP synthesis and increases cell functioning by increasing oxygen consumption. It removes the factors that make the skin look aged.

### **Sodium Hyaluronate (Hyaluronic Acid)**

It helps the skin look younger and less wrinkled. It also plays an important role in maintaining moisture balance.

### **Vitamin E**

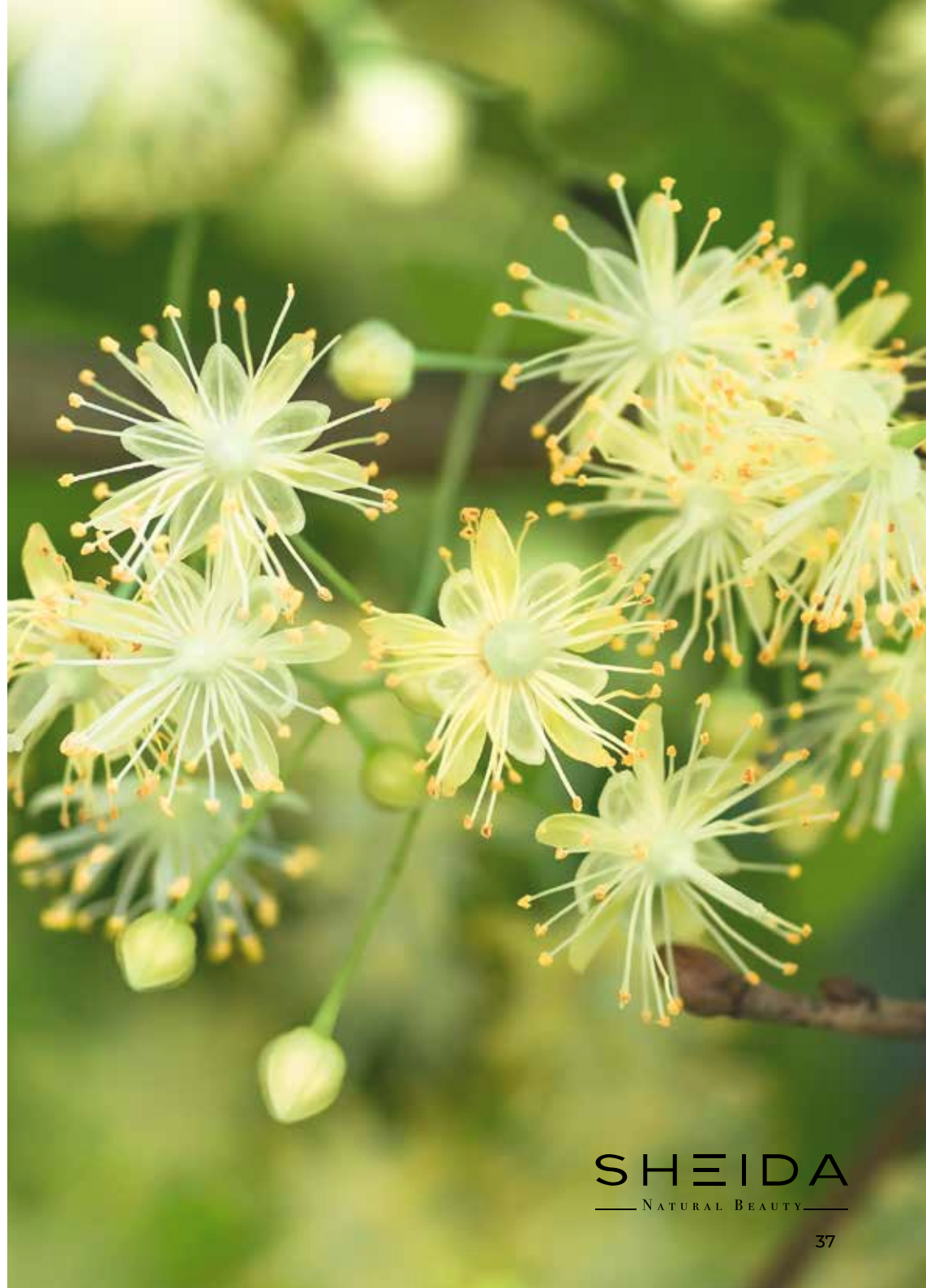
It supports the nourishment and regeneration of the skin, and helps repair damaged skin.

### **Tilia Rubra Extract (Linden Flower Extract)**

This extract is enriched with flavonoids that effectively prevent skin irritation. It softens and soothes sensitive skin, thus reducing the chances of allergic reactions, while also providing essential moisture to the skin.

### **Malus Domestica Extract (Apple Fruit Extract)**

This extract is rich in collagen, providing a youthful and smooth appearance to the skin. It also enhances skin hydration and adds shine to the skin.



# HYDRATING SERIES

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## BIOTECHNOLOGICAL ACTIVE NATURAL INGREDIENTS

### **Matricaria Chamomilla Extract (Chamomile Flower Extract)**

Thanks to the many vitamins and minerals in its content, it gives vitality and freshness to the skin. It slows down the effects of aging, adding shine to the skin and restoring its natural moisture balance.

### **Butyrospermum Parkii Butter (Shea Butter)**

It is rich in essential vitamins for the skin and is a natural moisturizer that helps to maintain the skin's daily moisture needs. It forms a protective layer on the skin, restoring its moisture balance.

### **Camellia Sinensis Leaf Extract (Green Tea Herbal Extract)**

It is effective against wrinkles and sagging skin. It provides protection by blocking UV rays. Plus, by increasing the elasticity of the skin, it delays the signs of aging and provides a more vibrant skin structure



## HYDRATING SERIES

### MOISTURE BALANCE OF YOUR SKIN IS UNDER CONTROL

#### DEEP MOISTURIZING DAY AND NIGHT CREAM (FOR OILY SKIN)

The Hydrating Deep Moisturizing Day and Night Cream is designed for oily skin types, containing natural active ingredients that provide fast absorption and a light texture to give your skin the needed moisture in a short time. It has a long-lasting effect, leaving your skin feeling soft and relaxed. Its nourishing formula offers instant relief with its deeply moisturizing effect, creating a protective layer to prevent dryness.

This cream also prevents oiliness and shine on the skin, providing a matte finish. Its antibacterial properties make it an ideal support moisturizer for acne treatments. It maintains the skin's moisture balance without causing dryness and does not promote the formation of blackheads or acne.



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## HYDRATING SERIES

FEEL THE FRESHNESS OF  
YOUR SKIN ALL DAY

### DEEP MOISTURIZING DAY AND NIGHT CREAM (FOR DRY AND SENSITIVE SKIN)

The cream for dry and sensitive skin is formulated with natural active ingredients designed for this skin type, allowing it to provide the necessary moisture in a short amount of time. Its rich content is quickly absorbed and provides a long-lasting effect that soothes and calms the skin, locking in moisture and leaving a soft feeling on the face. With regular use, it aids in repairing the damaged skin barrier.

This cream offers regenerative care for dry and sensitive skin that has lost its moisture.

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## HYDRATING SERIES

RELAX, BECAUSE YOUR SKIN  
IS ALWAYS FRESH NOW

### DEEP MOISTURIZING DAY AND NIGHT CREAM (FOR NORMAL AND COMBINATION SKIN)

This cream is formulated for normal and combination skin types. It is designed to provide quick moisture to your skin with its fast-absorbing and lightweight texture. It's nourishing formula instantly soothes and deeply moisturizes, leaving your skin feeling soft and relaxed all day long.

This cream also helps balance the skin, preventing excessive oiliness in oily areas while providing much-needed moisture to dry and dehydrated areas.



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## HYDRATING SERIES

### THE PROPER WAY FOR SKIN NOURISHMENT..

#### **S.O.S CONCENTRE VITAMIN C (FOR ALL SKIN TYPES)**

The Sheida Hydrating S.O.S Concentre with Vitamin C is a fast-absorbing serum that helps even out skin tone and brighten the complexion with the help of multiple biotechnological natural active ingredients. Its moisture therapy formula provides the essential care your skin needs, saturating it with moisture and restoring its healthy and fresh appearance.

This serum contains high-purity vitamin C, which not only lightens the skin but also evens out the skin tone for a more radiant look.

Its formula fortified with orange and mandarin extracts, both rich in vitamin C, offers high antioxidant protection.

Enriched with hyaluronic acid, it restores the skin's lost moisture and provides a deeply hydrating effect.

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**CONTINUOUS**  
FRESHNESS ON  
YOUR **SKIN!**

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# ÉCRAN SOLAIRE

## SUN PROTECTION SERIES



Écran Solaire provides effective protection against sunburn and moisturizes the skin, it is very practical with fast-absorbing texture, and its formula is enriched with herbal active molecules.



It has been developed and commercialized during the 'USE OF FLAVONOIDS OBTAINED FROM PLANT LEAVES AND FLOWERS IN COSMETIC PRODUCTS AS RAW MATERIALS' project at our AR-GE department within the Aegean Technopark Technology Development Zone.



It prevents the skin from drying out after sun exposure. With its anti-aging properties, it accelerates the repair process of the skin.



## ÉCRAN SOLAIRE SUN PROTECTION SERIES

Excessive exposure to sun rays can lead to various skin problems such as thinning, wrinkles, dryness, discoloration, visible capillaries, premature aging, increased risk of skin cancer and triggering of sun allergies.

Sheida Écran Solaire Sun Protection Series is formulated with herbal active ingredients that protect your skin from the harmful effects of the sun. This skin-friendly sunscreen is easy to use, absorbs quickly, and doesn't leave a greasy residue or marks. With its reliable protection, you can now comfortably enjoy the sun in any season.



High Protection against the Sun harmful rays effects the with its SPF 50+



Moisturizes the skin and maintains its moisture balance.



Provides daily care and prevents dark spots formation.



Provides high protection against sun rays and removes dark spots with its tinted protector.



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# ÉCRAN SOLAIRE SUN PROTECTION SERIES

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## BIOTECHNOLOGICAL NATURAL ACTIVE INGREDIENTS

### **Sericin**

Sericin, a protein obtained from the cocoon of the silkworm, is a protein that inhibits the effects of many enzymes that cause skin aging and wrinkle formation. It helps the skin retain moisture and blocks UV rays. At the same time, it keeps your skin soft by maintaining the moisture in the lower layer of the skin.



# ÉCRAN SOLAIRE SUN PROTECTION SERIES

## PROTECTIVE SUN CREAM FOR FACE

With its high protective content formula, this sunscreen shields the skin from the harmful effects of the sun. It is easy to use and offers long-lasting protection against UV rays for all skin types, even sensitive skin.

- Provides SPF 50+ High Protection
- Delivers intense hydration
- Suitable for all skin types.



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# ÉCRAN SOLAIRE SUN PROTECTION SERIES

## TINTED SUNSCREEN PROTECTION CREAM FOR PIGMENTATION PROBLEMS

This is a multi-functional colored sunscreen that is specifically formulated to address pigmentation issues. It helps to lighten blemishes and even out skin tone while preventing the darkening of existing pigmentation. This sunscreen also provides moisturizing properties and does not leave any oily or white residue.

Additionally, it protects the skin from the harmful effects of UVA and UVB rays, providing long-lasting coverage that is compatible with all skin types.

- SPF 50+ High Protection,
- Intense hydration,
- Long-lasting coverage.

Suitable for all skin types.

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# ÉCRAN SOLAIRE SUN PROTECTION SERIES

## PROTECTIVE SUN MILK SPRAY

The Écran Solaire Protective Spray Milk SPF 50+ is a highly protective sunscreen milk that effectively shields your skin against harmful UVA and UVB rays. It deeply moisturizes your skin and is suitable for all skin types.

Its fluid texture makes it easy to apply, and it quickly gets absorbed into your skin, leaving a soft and hydrated surface without any white residue.

This body milk is oil-free and water resistant, making it an ideal choice for outdoor activities.

It is suitable for all skin types.

- SPF 50+ High Protection,
- Intense hydration,
- Oil-free and water resistant.

## PROTECTIVE SUN CREAM FOR BODY

The body sunscreen, with its potent formula, offers high protection from the harmful effects of the sun. Its easy-to-use application ensures that all skin types, even sensitive ones, are safeguarded against the harmful effects of UV rays for an extended period.

This product is suitable for all skin types, providing excellent protection while also intensely moisturizing the skin.

- SPF 50+ High Protection,
- Intense hydration.



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# INTENSIVE, BRONZING OIL

DEEP AND LONG LASTING COLORS

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# ÉCRAN SOLAIRE SUN PROTECTION SERIES

## INTENSIVE TANNING OIL

Sheida's Écran Solaire Bronzing Spray is formulated to accelerate the natural tanning process by activating melanin production in the skin. With its unique formula, you can achieve a perfect tan without worrying about sunburn or premature skin aging. This bronzing spray is suitable for all skin types.

- Provides SPF protection,
- Enriched with carrot plant extract,
- Results in a long-lasting tan.



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# ÉCRAN SOLAIRE SUN PROTECTION SERIES

## AFTER SUN BODY LOTION

Sheida's Écran Solaire After Sun Body Lotion helps restore the moisture lost by the skin due to sun exposure. Enriched with valuable oils, it creates a barrier to prevent further moisture loss. Its formula uses Aloe Vera, which is rich in minerals. It soothes sun-tired skin, restores moisture balance, and leaves a soft and calm surface.

This product is suitable for all skin types.

SOOTHING & MOISTURIZING

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**ÉCRAN SOLAIRE**  
SMILE, AND ENJOY  
THE SUN

**SHEIDA**  
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**BEAUTY**  
IS A WELCOMED GUEST

**SHEIDA**  
— NATURAL BEAUTY —



# PURE OCEAN

## CLEANSING SERIES

OCEAN IS CLEANING YOUR SKIN



Pure Ocean Cleansing Kit prevents your skin from drying out, allows it to store moisture and controls oiliness. You can easily clean your makeup in one step.



It has been developed and commercialized during the 'USE OF FLAVONOIDS OBTAINED FROM PLANT LEAVES AND FLOWERS IN COSMETIC PRODUCTS AS RAW MATERIALS' project at our AR-GE department within the Aegean Technopark Technology Development Zone.



It renews the hydrolipid layer of the skin and maintains its natural pH balance. Suitable for all skin types.

## PURE OCEAN CLEANSING SERIES

The Pure Ocean series is formulated to clean your skin of daily dirt and unclog pores, leaving your skin hydrated and free from redness and irritation.

As a new generation makeup removal series, the Pure Ocean Cleansing series features biotechnological natural active ingredients that provide effective cleansing while restoring the skin's radiance, without causing dryness. Enjoy the feeling of clean and fresh skin with Pure Ocean.



Cleanses your skin deeply and keeps it moisturized.



Restores the skin radiance with its bio-technological actives.



Balancing the skin pH to be prepared for the care routine.



Does not cause redness or skin irritation.

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# PURE OCEAN CLEANSING SERIES

## BIOTECHNOLOGICAL ACTIVE NATURAL INGREDIENTS

### **Solidago Virgaurea Extract**

Solidago is a biotechnological natural active ingredient obtained from the virgin parts of the virgaurea flower. It increases shine and softness and has a moisturizing effect on the skin surface.

### **Epilobium Angustifolium Flower/Leaf/Stem Extract**

Epilobium angustifolium is a plant extract. It heals wounds and relieves irritation on the skin surface

### **Aloe Barbadensis Leaf Juice**

It contains proteins, carbohydrates (including mucopolysaccharides) and vitamins (B1, B2, B3, B6, C, folic acid), which heal and renew the skin. Thanks to its high water and rich mineral content, it softens, cools and moisturizes the skin. It does not contain alcohol or parabens.

### **Lactic Acid, Aqua and Arginine Complex**

A moisturizing active ingredient that enhances the skin's radiance. It reduces irritation and allows dead cells to fall off. It is effective in reducing wrinkles and fine lines.

### **Sodium Hyaluronate (Hyaluronic Acid)**

It helps the skin look younger and less wrinkled. It also plays an important role in maintaining moisture balance.

### **Centella Asiatica Leaf Extract**

Contains ingredients that help in skin regenerations.

### **Niacinamide**

Helps in Strengthening the skin barrier and Reduces the appearance of skin imperfections.



# PURE OCEAN CLEANSING SERIES

## CLEANSING GEL (FOR NORMAL AND COMBINATION SKIN)

Gently cleanses the worn, dried skin and cleans the pores that are clogged by make-up. It purifies the skin so it regains its radiance.

It quickly cleans the worn skin and dirt got on it during the day and helps to adjust the moisture factor of the skin. With its specially developed formula for normal and combination skin types, it gently cleanses your skin without irritating or drying it.

## CLEANSING GEL (FOR DRY AND SENSITIVE SKIN)

Gently cleanses the worn, dried skin and cleans the pores that are clogged by make-up. It purifies the skin so it regains its radiance.

It quickly cleans the worn skin and dirt got on it during the day and helps to adjust the moisture factor of the skin. With its specially developed formula for dry & sensitive skin types, it gently cleanses your skin without irritating or drying it.

## CLEANSING GEL (FOR OILY AND COMBINATION SKIN)

The Pure Ocean Cleansing Gel is a facial cleansing gel that effectively purifies and balances sebum secretion in combination and oily skin. With its special formula, it helps prevent acne and blackhead formation while gently cleansing the skin without causing dryness.

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# PURE OCEAN CLEANSING SERIES

## FLASH FOAMING CLARIFYING CLEANSER (FOR NORMAL AND COMBINATION SKIN)

The Pure Ocean Flash Foaming Clarifying cleanser for normal and combination skin effectively cleanses the skin, removing impurities accumulated throughout the day. Its unique care complexes help balance the skin's moisture levels, while its formula is tailored to suit all skin types. It regulates skin that is prone to acne and helps balance the sebum levels of the skin. .

## FLASH FOAMING CLARIFYING CLEANSER (FOR DRY AND SENSITIVE SKIN)

It effectively and swiftly cleanses the skin that has been exposed to daily wear and pollution while balancing its moisture level through its nourishing complexes. Tailored for dry and sensitive skin types, its unique formula prevents any irritation, dryness or sensitivity. It gently cleanses the skin.

## MICELLAR CLEANSING WATER

It delicately cleans pores that are worn out, dried and clogged with makeup products. Thanks to its special formulation, it cleans skin gently and does not leave a feeling of oiliness. It is suitable for removing eye makeup.

## WATERPROOF EYE MAKEUP REMOVER

Ideal for cleansing the eye area, makeup primers and waterproof makeup products. Does not leave a feeling of lubrication. Suitable for daily use.



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# PURE OCEAN CLEANSING SERIES

## FIRMING SOOTHING TONIC (FOR NORMAL AND COMBINATION SKIN)

The Pure Ocean Firming Soothing Tonic effectively balances the skin's pH level and tightens pores. It aids in skin cleansing while preventing T-zone oiliness and dryness of the cheeks. This toner soothes the skin and primes it for moisturizers. The toner also possesses antibacterial properties that prevent acne formation.

## FIRMING SOOTHING TONIC (FOR DRY AND SENSITIVE SKIN)

This Pure Ocean Firming Soothing Tonic is formulated to provide pH balance to the skin and tighten open pores. It's specially designed for dry and sensitive skin to soothe and prevent irritation, while giving a silky appearance to the skin. It also helps prevent dryness and dullness.

## FIRMING SOOTHING TONIC (FOR OILY SKIN)

This toner is specially formulated for oily skin types. It restores the skin's pH balance and tightens pores, leaving a matte finish. It effectively removes dirt and excess oil to prevent acne and acne scars. With its sebum-balancing properties, it helps regulate oil production for a clearer complexion.

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# PURE OCEAN WEEKLY CARE SERIES

## BIO PEEL GENTLE PEELING (FOR ALL SKIN TYPES)

It gently exfoliates dead skin and purifies clogged pores. It gives skin a smooth and soft appearance. It does not contain granules and does not irritate the skin.

## PURIFYING MASK OILY CONTROL (FOR OILY AND COMBINATION SKIN)

It gently removes excess oil and dead skin from the skin, and helps shrink pores. It gives a matte appearance and smoothness to the skin. It helps prevent the formation of acne.



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