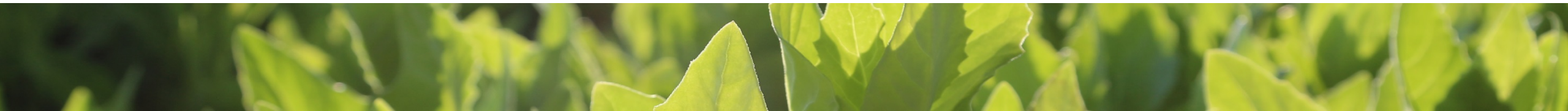




GYNURON™

Natural product with colloidal silver and colloidal copper for female intimate hygiene
A brief overview of products based on Gynura

Limassol – Moscow, 2018 June



Gynura Procumbens

Gynura Procumbens is plant the family of Asterceas, it is included in dozens of national reference books of medicinal plants.

This plant appeared many centuries ago and successfully migrated to Asia, where it was appreciated by the healers of China and South-East Asia. It was used simply as food and simultaneously as a means from diseases.

Over the past 15 years, the plant has attracted the attention of the international scientific community as a source of many biologically active substances.



History of creation GYNURON™



- GYNURON™ (aqueous concentrate) was created in 2016-17, on Cyprus, in the result of co-development of the companies Via Vitae (Cyprus), and a group of Russian scientists.
- In 2017-2018 the main documents meeting the regulatory requirements for cosmetics in the EU were received.
- The market launch of the Intimate Spray Gynolan™, which includes GYNURON™, Cyprus in 2018.
- Via Vitae grow Gynura on own plantations in Cyprus – the first plantation of Gynura in the EU; carries out R&D and production of GYNURON™ concentrate.

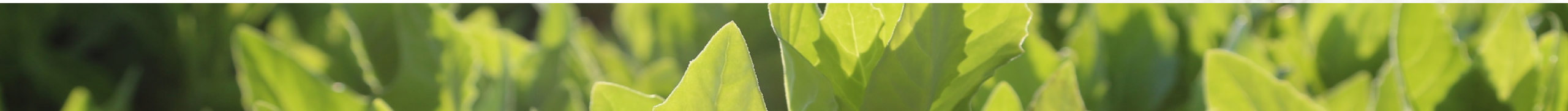


Boris Kurtsev
Via Vitae Founder

GYNURON™ : conception

- All-natural product based on Gynura leave extract for intimate hygiene with a pronounced preventive action.
- An adjunct in comprehensive treatment of infectious diseases of the female genital organs.
- The form as aqueous concentrate allows to approach flexibly to creation of finished products and the choice of ways of their delivery.

GYNURON 
Ag



Natural Product

Phyto crystal complex

Aqueous concentrate **Gynura Procumbens**

Colloidal silver (Ag)

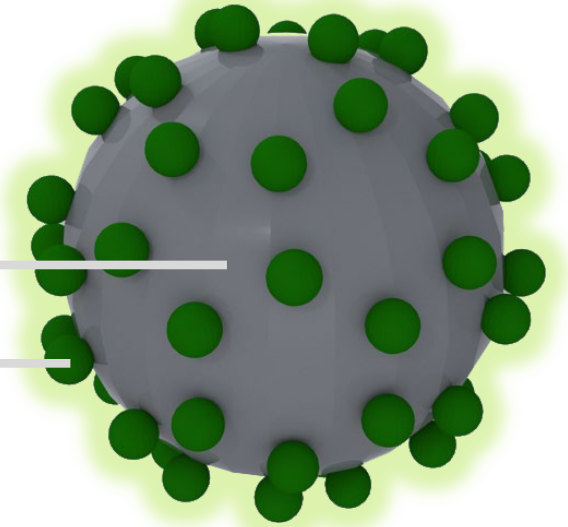
Silver has a pronounced bactericidal, antiseptic, anti-inflammatory, astringent effect. Silver is a natural bactericidal metal, effective against 650 species of bacteria that do not acquire resistance to it (unlike almost all antibiotics), as well as against many protozoa (flagellates, ciliates) and a number of viruses. It is assumed that silver suppresses enzymes that control the energy metabolism of pathogens.

Phyto crystal - unique technology

Phyto crystal is biofunctional complex, consisting particles of colloidal silver with size 2-28 nm, stabilized by molecules of Gynura.

Colloidal silver

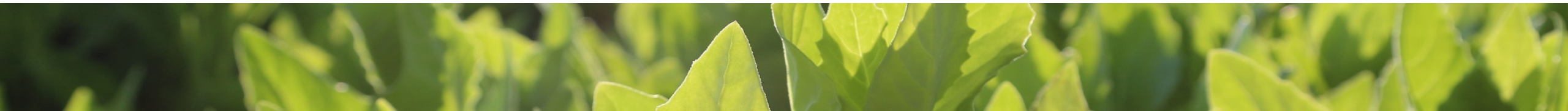
Gynura



The technology of producing Phyto crystal is developed based on the natural biosynthesis.

The uniqueness of Phyto crystal is:

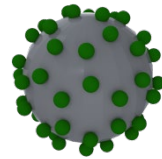
- Synergy of Gynura and of colloidal silver associated in the same product.
- The ability of Phyto crystal to penetrate into the deeper layers of the mucosa and skin and deliver the unchanged active ingredients.



Composition of the final product for STM

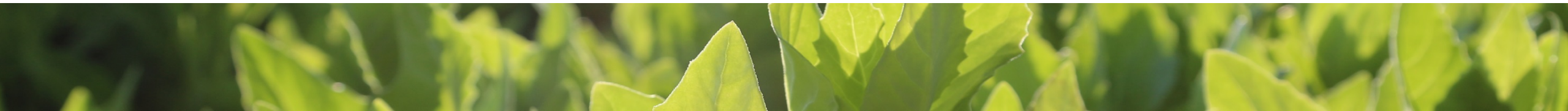
Distilled water (Aqua Distil.)
Gynura Procumbens Extract
Colloidal silver
Colloidal cooper

Phyto crystal



GYNURON  Ag

private-label

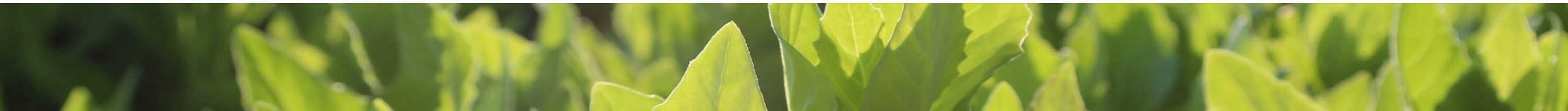


Properties of active ingredients GYNURON™

Gynura	Colloidal silver (Ag)	Colloidal copper (Cu)
Enhances wound healing and accelerated epithelization due to flavonoids in the composition	Eliminates the causes of pustular and inflammatory rashes of pathogenic microorganisms. Ability to penetrate into the lowest layers of the skin due to the size of particles.	Elimination of the cause of fungal formations. It reduces the possibility of fungal infestation. Proven effectiveness against fungi until fungicide action.
Antibacterial activity.	Regeneration of the mucous membrane and skin due to the effective mechanism of eradication of weak and old skin cells, accelerating the process of renewal.	Improving skin blood supply. Participation in producing of red blood cells, hemoglobin synthesis. Improving blood supply promotes the growth of skin cells and mucosa due to the effect on protein synthesis.
Regenerative and antioxidant properties.	Delivery of active components. On the surface of colloidal silver is placed the bulk of components of the Gynura, which easily penetrate into the deep areas of the skin and mucous. These can significantly reduce the amount of using active component and increase the efficiency of its application.	Antioxidant properties of copper



GYNURON™ contains silver and copper particles stabilized by Gynura Extract



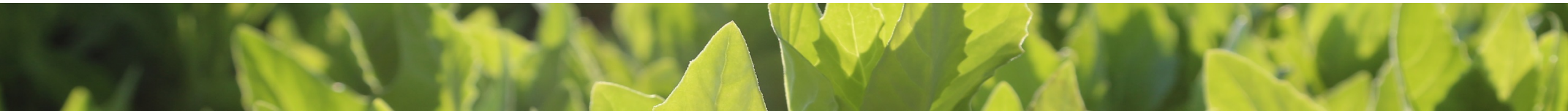
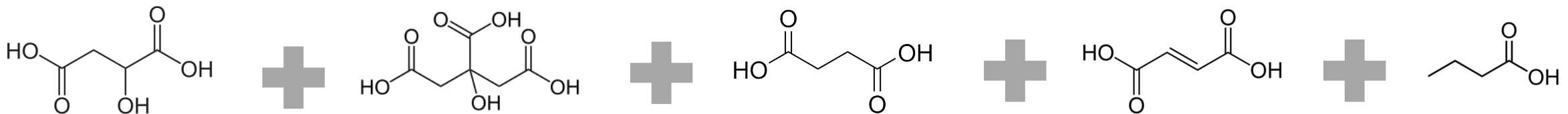
Innovation by Nature Benefits

GYNURON 
Ag

Unlike a products for intimate hygiene based on lactic and glycyrrhizic acid (Lactacyd®, Epigen) the product GYNURON™ does not contain acid stabilizer, lactose, perfumes, oils.



Natural Gynura Procumbens extract contains malic, citric, succinic, butyric, fumaric acid, providing regenerative effect.



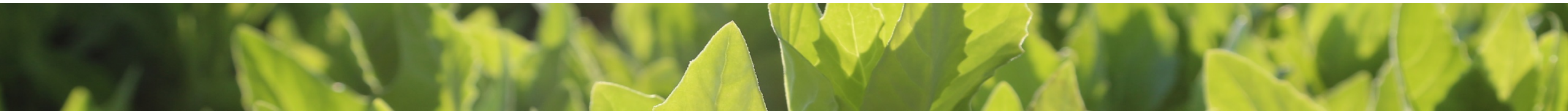
Etiology and epidemiology of bacterial vaginosis; ICD-10 N89.0

Bacterial vaginosis is a polymicrobial disease, in which there is replacement of normal vaginal microbiota (protective lactobacilli) by microaerophilic (*Gardnerella vaginalis*) and obligate anaerobic (*Bacteroides* spp., *Prevotella* spp., *Mobiluncus* spp., *Veillonella* spp., *Megasphaera* spp., *Leptotrichia* spp., *Atopobium vaginae*, etc.) microorganisms.

According to world statistics, bacterial vaginosis is one of the first places among vaginal diseases. Prevalence in population ranges from 12% to 80% and depends on the contingent of women who were examined.

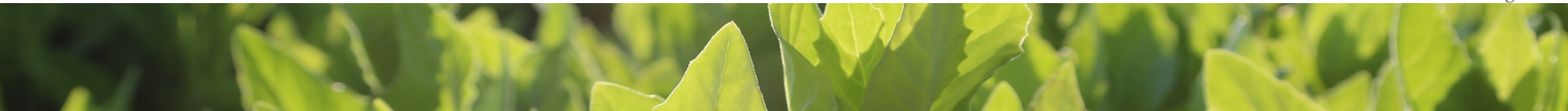
Bacterial vaginosis is detected in 80-87% of women with pathological vaginal secretions; the frequency of detection of the disease in pregnant women reaches 37-40%.

Source: "Federal clinical guidelines for the management of patients with bacterial vaginosis". Russian Society of dermatovenerologists and cosmetologists. Russian society of obstetricians and gynecologists. Moscow, 2015



Clinical studies of products containing Gynura Extract

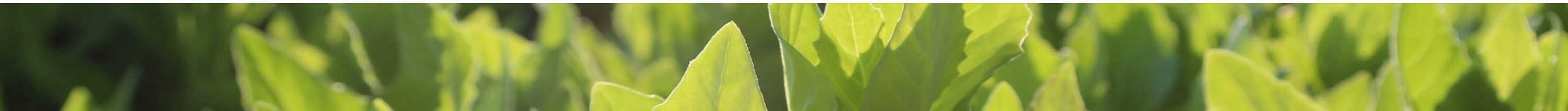
№	Brand Name	Pharmaceutical Form	Active Substance	Alcohol Content	Scope of Application	Diagnosis	Number of patients	Place of Study	Date
1	VIA VITAE™ Gynura Tea PERMIANTI Gynura Wine	Tea bags; Wine in glass bottle 750 ml.	Gynura Extract; Grape wine and Gynura Extract	Tea – No; Wine – Yes	Diabetes mellitus and Cardiology	Diabetes mellitus 1 and 2 type; chronic cardiovascular diseases	89	«Aikonmed» Clinic, Moscow, Russia	2014-2015
2	PROSEPTUM™ Gynura Tincture EPIDAN™ Skin calming Oil	PROSEPTUM™ - alcoholic extract in vial 60 ml with dispenser; EPIDAN™ - oil extract in vial 60 ml.	Gynura Extract	PROSEPTUM™ - Yes; EPIDAN™ - No	Dermatology	Atopic dermatitis; eczema; acne; rosacea; miliaria; nonscarring alopecia	67	NOK "Center immunodepend ent dermatoses", Moscow, Russia	2016 April
3	PROSEPTUM™ Gynura Tincture	Alcoholic solution in vial 60 ml with dispenser;	Gynura Extract	Yes	General Surgery	Laryngopharyngeal cancer. Squamous cell carcinoma of soft tissues of the left half of the face, neck, hairy part of head	2	Department of Plastic Surgery IPE I.M. Sechenov First Moscow State Medical University Moscow, Russia	2016 April
					Plastic Surgery	Age-related changes of eyelids; gynecomastia	10		



Clinical studies of products containing Gynura Extract

continued

№	Brand Name	Pharmaceutical Form	Active Substance	Alcohol Content	Scope of Application	Diagnosis	Number of patients	Place of Study	Date
4	DENTATIN™ Mouthwash	Aqueous extract in vial 250 ml	Gynura Extract	No	Stomatology	Gingivitis; tooth extraction; implant; gingivectomy; posttraumatic ulcer of the tongue	5	Dental and Implant Center. Dr. Paraskevas Paraskeva, Limassol, Cyprus	2016 July
5	AQUINTSEPT™ Skin Tonic	Aqueous extract in vial 60 ml with dispenser	Gynura Extract	No	Pediatric. ENT	Acute pharyngitis in children 5-12 years	13	Medical Center by pediatrician Andrulla Stefanu Limassol, Cyprus	2018 April
6	EPIDAN™ Skin Calming Oil	Oil extract in vial 60 ml	Gynura Extract	No	Dermatology	Eczema, exacerbation	5		
7	GYNOLAN™ Intimate Spray	Aqueous extract in vial 60 ml with dispenser	GYNURON™	No	Gynecology	Nonspecific vaginitis resistant to initial treatment	19	Peter and Paul hospital Limassol, Cyprus	2018 April





GYNURON™ position for prevention

- daily intimate hygiene
- during and after menstruation
- after sports
- after a public sauna or swimming pool
- after intercourse
- while taking hormonal contraceptives
- after small gynecological interventions
- during menopause

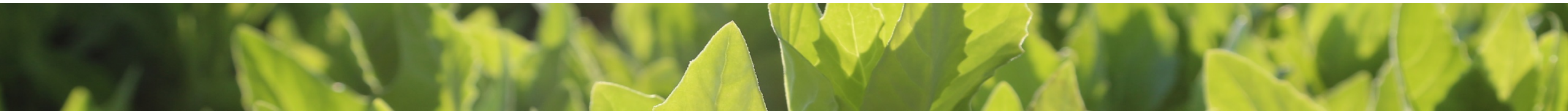
GYNURON™ as an adjunct to complex therapy in gynecology

GYNURON™ may be included in the systemic treatment of genital tract infections.

Clinical effectiveness has been demonstrated in infections:

- Bacterial
- Viral
- Fungal

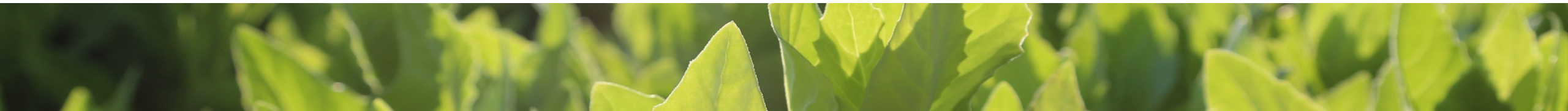
GYNURON  Ag



GYNURON™ position for complex therapy



- nonspecific vulvovaginitis, including resistance to antibiotics
- infectious diseases caused by the human papilloma virus
- erosion and other diseases of the cervix
- treatment and prevention of genital warts
- as part of the complex therapy in the treatment of herpes simplex virus types 1 and 2 infections



Portrait of a consumer using GYNURON™ for hygiene and prevention

Women using products for intimate hygiene depending on the situation or regularly

- prefer them as a solution or spray
- prefer natural products
- have an allergic predisposition
- have a susceptibility to vaginal dysbiosis

Women who do not use intimate hygiene products, but who are interested in the issue of hygienic care in special situations.



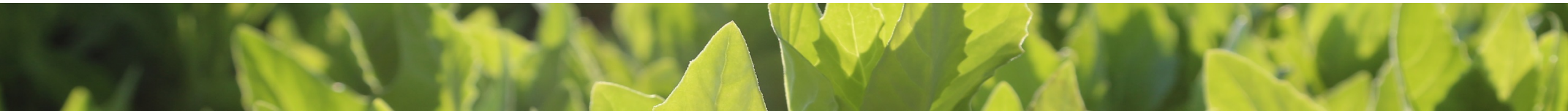
Value GYNURON™ to target audiences

For doctors and pharmacists

- Highest achievement of herbal medicine – Phyto crystal Complex
- Hypoallergenic due to natural composition
- A convenient means for prevention as an alternative to already known products
- Easy to include in the complex therapy
- Successful clinical experience in Cyprus

For consumers

- Natural product for intimate hygiene
- Natural ingredients provides a long-lasting
- The natural basis of the product is water, not mousses and gels
- The same product can be used as a means of prevention, hygiene and cosmetics



Russian market review of products for intimate hygiene in 2017. Top 4 brands



- Brand: MIRAMISTIN®
- Status: drug
- SKU: 5
- PF: Solution
- Manufacture: INFAMED, LLC, Russia
- Marketing: INFAMED, LLC, Russia



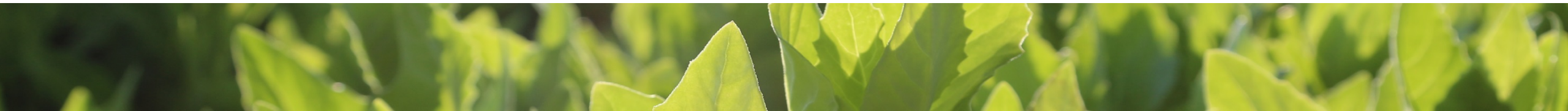
- Brand: LACTACYD®
- Status: cosmetic
- SKU: more than 10
- PF: Solution, gel, mousse, soap
- Manufacture : France
- Marketing: Alvogen Russia



- Brand: EPIGEN (GLIZIGEN)
- Status: drug
- SKU: 5
- PF: Aerosol, gel
- Manufacture: Chemigroup, France
- Marketing: INVAR, LLC



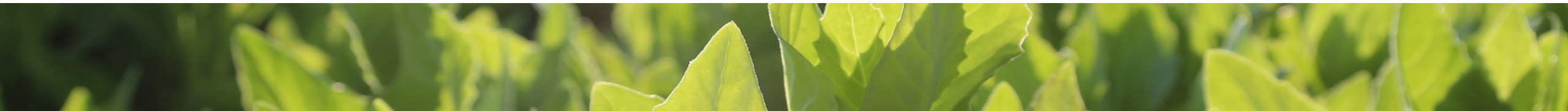
- Brand: VAGILAK
- Status: cosmetic
- SKU: 3, incl. supplement
- PF: Soap, gel
- Manufacture: Jadran Galenski, Croatia
- Marketing: EGIS-RUS, LLC



Review of composition for intimate hygiene products

BRAND NAME	STATUS	COMPOSITION		INDICATIONS FOR USE
		Active Substance	Pharmaceutical Excipient	
MIRAMISTIN®	Drug	Benzyltrimethyl [3-myristoylamino)propyl] ammonium chloride monohydrate (Miramistin, in recalculation for anhydrous substance)	Distilled water	<i>Obstetrics and gynecology:</i> prevention and treatment of postpartum injuries suppuration, perineum and vagina wounds, postpartum infections, inflammatory diseases (vulvovaginitis, endometritis). <i>Urology:</i> complex treatment of specific (chlamydia, trichomoniasis, gonorrhea) and nonspecific acute and chronic urethritis and urethrostatis.
EPIGEN* INTIM Spray for local and external use (GLZIGEN has cosmetic status in EU)	Drug	Activated glycyrrhizic acid (equivalent to ammonium glycyrrhizinate)	Malic acid; fumaric acid; ascorbic acid; folic acid; propylene glycol; twin 80 (Polysorbate 80); purified water	<i>Treatment of viral infection:</i> 1) human papilloma - in the combined and complex therapy; 2) simple herpes - in the complex therapy; 3) Varicella Zoster - as part of the complex therapy; 4) cytomegalovirus - as part of the complex therapy. <i>Prevention of recurrence of viral infections:</i> 1) simple herpes; 2) Varicella Zoster; 3) human papilloma; 4) cytomegalovirus. <i>Prevention and treatment of genital warts and cervical pathology caused by the virus human papilloma, cytomegalovirus. Prevention and treatment of conditions, accompanied by a decrease in local immunity, including nonspecific vulvovaginitis, Candida vulvovaginitis and bacterial vaginosis - as part of the complex therapy. Discomfort events in the genital area, accompanied by itching, burning and dryness, including after sexual intercourse and with a lack of ovarian function.</i>
EPIGEN* INTIM Gel	Cosmetic product	Aqua, Disodium PEG-5 Laurylcitrate Sulfosuccinate - Sodium Laureth Sulfate, Cocamidopropyl Betaine, Acrylates / C10-30 Alkyl Acrylates Crosspolymer, Phytosphingosine-Cetyl Alcohol-Ceteareth-25-Glycerin, Activated Glycyrrhizic Acid, Lactic Acid, Sodium Methylparaben, Quaternium 15		For daily hygiene procedures (especially on critical days and during pregnancy). After active exercises and swimming in the pool or in the open water. Before and after sexual intercourse.
GYNOLAN™ Intimate Spray (based on GYNURON™)	Cosmetic product	Distilled water (Aqua Distil.) Gynura Procumbens Extrac Colloidal nanosilver (Colloidal silver) Nano Cooper (Cooper)		For daily hygiene procedures (especially on critical days and during pregnancy). As part of a comprehensive treatment with antifungal and antibacterial drugs.

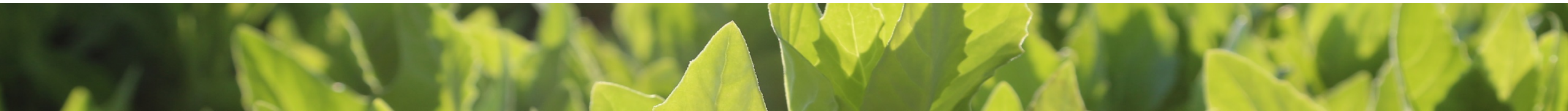
**Epigen is also known under brand name GLZIGEN*



Review of composition for intimate hygiene products

continued

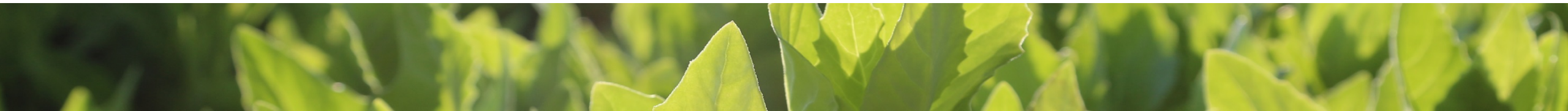
BRAND NAME	STATUS	COMPOSITION		INDICATIONS FOR USE
		Active Substance	Pharmaceutical Excipient	
VAGILAK® Moisturizing gel for intimate hygiene	Cosmetic product based on lactic acid	Purified water, propylene glycol, hydroxycellulose, potassium sorbate, lactic acid		Dryness of the female genital tract mucosa, especially in the period of peri- and postmenopausal; as an additional product in the complex correction of inflammatory and dysbiotic gynecological diseases; after taking antibacterial, antifungal drugs; during the constant use of hormonal contraceptives; as a means for daily intimate hygiene; for the prevention of mucosal trauma during diagnostic gynecological manipulations.
VAGILAK® Soap	Cosmetic product based on lactic acid	Aqua, Sodium laureth sulfate, Sodium chloride, Glycol Distearate, Laureth-4, Cocamidopropyl betaine, Cocamide DEA, Phenoxyethanol, Methylparaben, Ethylparaben, Isopropyl myristate, Matricaria chamomilla extract, Calendula officinalis extractum, Parfum, Lactic acid		For daily intimate care
LACTACYD Emulsion for intimate hygiene	Cosmetic product based on lactic acid	Lactoserum (1%), lactic acid (0.07%)		For daily intimate hygiene
LACTACYD PHARMA	Cosmetic product based on lactic acid	Product for intimate hygiene enriched with calendula extract and anti-fungal components		For daily intimate hygiene and as an additional means in the treatment of thrush, as well as for its prevention.



Comparison of the effects on mucous membranes and skin

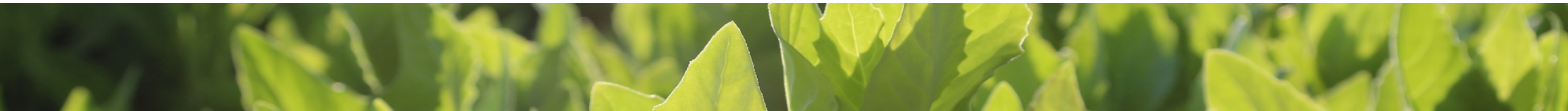
Use/Effect	Lactacyd and Lactacyd Pharma	Gynuron™	Epigen® Intim (Glizigen)	Miramistin®
Hygiene (daily use)	Yes	Yes	Yes	Yes
Prevention	Yes	Yes	Yes	Yes
As part of the complex therapy	No/Yes	Yes	Yes	Yes
Cosmetic effect	No	Yes	No	No

Gynuron™ has a proven cosmetic effect on the mucous membrane of the intimate area and the skin



Source: QuintilesIMS, Russia. Pharmacy Sales Audit.

Sales of 4 leading brands in pharmacy retail in 2015-2017 in rubles with growth dynamics, %					
BRAND NAME	2015r	2016		2017	
	Sales ₺	Sales ₺	Growth, %	Sales ₺	Growth, %
MIRAMISTIN® (50 ml with gynecological adjunctage; 50 ml with urological applicator)	501 231 057 ₺	690 328 062 ₺	37,7%	774 486 012 ₺	12,2%
LACTACYD and LACTACYD PHARMA (all dosage forms)	342 319 107 ₺	388 578 633 ₺	13,5%	390 271 805 ₺	0,4%
EPIGEN* INTIM (gel, aerosol)	711 404 937 ₺	661 711 318 ₺	-7,0%	623 474 692 ₺	-5,8%
VAGILAK® (gel, soap)	20 008 317 ₺	19 994 859 ₺	-0,1%	22 459 244 ₺	12,3%
Sales of 4 leading brands in pharmacy retail in 2015-2017 in packages with growth dynamics, %					
BRAND NAME	2015	2016		2017	
	Sales, packs	Sales, packs	Growth, %	Sales, packs	Growth %
MIRAMISTIN® (50 ml with gynecological adjunctage; 50 ml with urological applicator)	2 937 618	3 991 043	35,9%	4 356 598	9,2%
LACTACYD and LACTACYD PHARMA (all dosage forms)	2 192 944	2 238 790	2,1%	2 063 108	-7,8%
EPIGEN* INTIM (gel, aerosol)	793 564	700 345	-11,7%	657 274	-6,1%
VAGILAK® (gel, soap)	66 060	61 528	-6,9%	63 354	3,0%



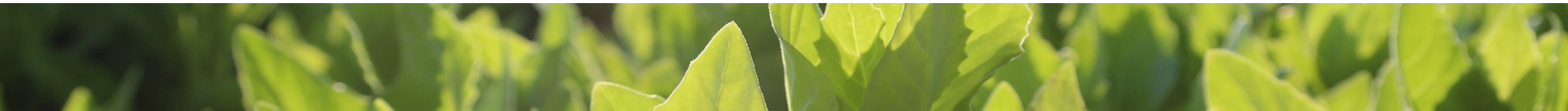
Partnership proposal: ready-to-market

- Private-label; status of the product is "cosmetics".
- Supply of GYNURON™ liquid concentrate from Cyprus to Russia;
HS code: 3307900008.
- Dissolving concentrate 1:8, 1:10 with distilled water and packaging at the production site in Russia.
- Technical transfer (TT) is not required.
- Further cooperation with the developers within the project of creating own brand and product line - "Make your Own Brand & Product Line".

Private label



GYNURON  Ag



Make Your Own Brand & Product Line

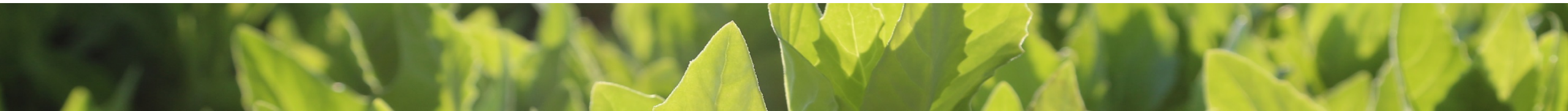
Opportunity to create own products with different concentration and mode of administration, for example:

- Ready-to-use solution for hygiene and prevention
- Ready-to-use solution for complex therapy

Possibility to use a dispenser or irrigator of any type in the production of secondary packaging

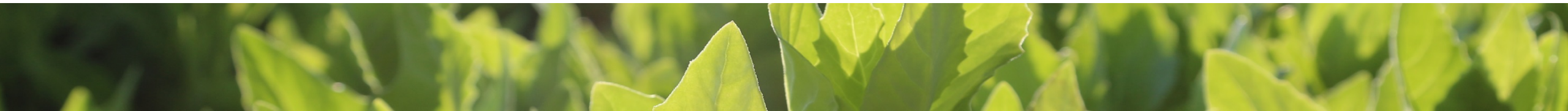


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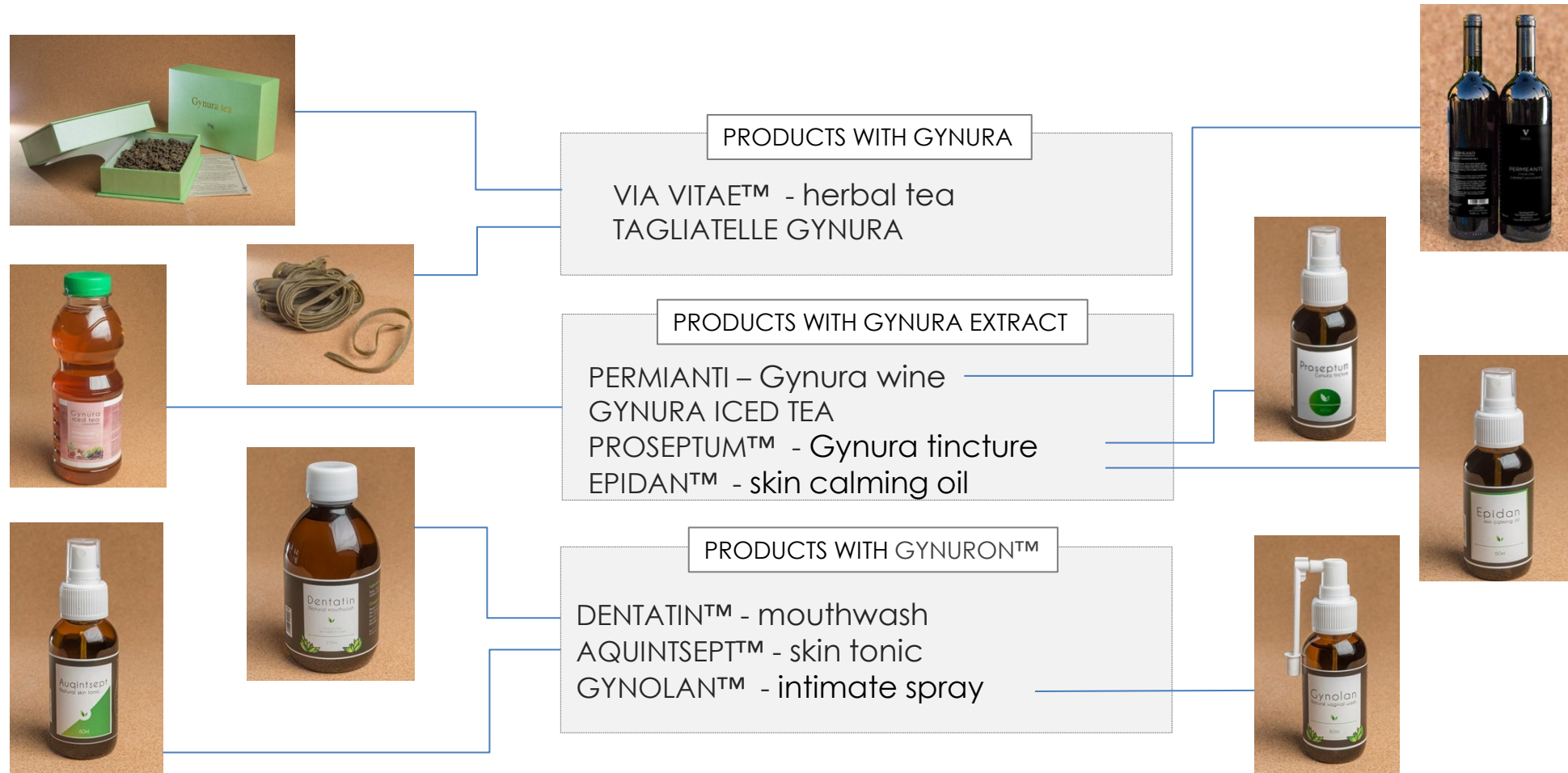
Advantages of cooperation with Developers GYNURON™

- Own innovative product with private-label (Own Trade Mark) in the product portfolio.
- Launch of the product with private-label to pharmacy segment in shortest possible time.
- Support of the Russian partner by developers within "Make Your Own Brand & Product Line" at all stages.
- Opportunities for further improvement (update) and expansion of the Product Line.
- Advantages of localizing production: no risks associated with imports (exchange rate fluctuations, differences in legislation of different countries, sanctions, unpredictable risks, etc.).
- Production on the cosmetic factories in Russia, TT is not required.
- No risks associated with deficit of plant raw materials for production: excellent climatic conditions of Cyprus with 300 sunny days a year allow you to harvest Gynura on wide plantations 4 times a year.



Product portfolio containing GYNURON™ and Gynura extract.

Market of Cyprus



Product Family with Gynuron™

Field of application		Ongoing Product	In the pipeline
	Ophthalmology and ENT	AQUINTSEPT™ Skin Tonic	Wet wipes to maintain the purity of eyelids, before and after ophthalmic procedures
	Stomatology	DENTATIN™ Mouthwash	Toothpaste, dental floss, cleaning foam
	Skin care	AQUINTSEPT™ Skin Tonic	Cream, wet wipes
	Women's health	GYNOLAN™ Intimate Spray	Wet wipes, gel for intimate hygiene
	Pediatrics	AQUINSEPT™ Skin Tonic	Children's cosmetic

Gynuron™ regulatory status in EU

English [EN]

CPNP Cosmetic Products Notification Portal

Products Distribution Nanomaterials Contact persons Admin Useful links

My product notifications

Responsible person
VIA VITAE ESTATE LTD

Organisation name
VIA VITAE ESTATE LTD

Date From⁽¹⁾

Contact person
Choose a contact person

Product or component name

Date To⁽¹⁾

Status
Choose a status

Reset Search

(1) Search on dates is done on the submission date of the notification.

Show 10 entries Search:

CPNP Ref.	Product Name	Responsible Person	Category	Formulation Name	Vers ion	1st notification date	Status	
2790018	Gynuron, Natural Mouthwash Concentrate	VIA VITAE ESTATE LTD	Mouth wash	Mouthwash (Concentrate)	1	2018/08/03	Notified	  
2790017	Gynuron, Natural Skin Tonic Concentrate	VIA VITAE ESTATE LTD	Body care products	Tonic, Cosmetic Water	1	2018/08/03	Notified	  
2790016	Gynuron, Natural Intimate Spray Concentrate	VIA VITAE ESTATE LTD	External Intimate hygiene products	Other External Intimate Hygiene Products	1	2018/08/03	Notified	  
2704084	DENTATIN MOUTHWASH	VIA VITAE ESTATE LTD	Mouth wash	Mouthwash	1	2018/04/18	Notified	  
2704072	GYNOLAN	VIA VITAE ESTATE LTD	External Intimate hygiene products	Gentle Cleansing Gel	1	2018/04/18	Notified	  
2704054	AQUINSEPT	VIA VITAE	Face care	Tonic,	1	2018/04/18	Notified	  

Registration of Gynura products at CPNP. August 2018.

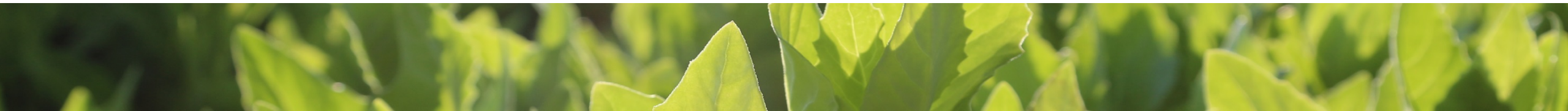
About CPNP

The Cosmetic Products Notification Portal (CPNP) is an online notification system created for the implementation of regulation (EC) № 1223/2009 on cosmetic products. When a product has been notified in the CPNP, there is no need for any further notification at national level within the EU. Regulation (EC) № 1223/2009 (Article 13) requires that the responsible persons and, under certain circumstances, the distributors of cosmetic products submit some information about the products they place or make available on the European market through the CPNP.

GYNURON  Ag

References

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2. A. A. Zahra, F. A. Kadir, A. A. Mahmood, A. A. Al hadi, S. M. Suzy, S. Z. Sabri , I. I. Latif and K. A. Ketuly/ Acute toxicity study and wound healing potential of *Gynura Procumbens* leaf extract in rats// *Journal of Medicinal Plants Research* Vol. 5(12), pp. 2551-2558, 18 June, 2011.
3. A. F. M. Mustafizur Rahman, Md. Sharif Al Asad/ Chemical and biological investigations of the leaves of *Gynura procumbens*// *International Journal of Biosciences | IJB | ISSN: 2220-6655 (Print) 2222-5234 (Online)* <http://www.innspub.net> Vol. 3, No. 4, p. 36-43, 2013.
4. S.Jarikasem,S.Charuwichitratana, S.Siritantikorn, W.Jiratchariyakul/ Antiherpetic Effects of *Gynura procumbens*// *Evidence-based Complementary and Alternative Medicine* 2013(11):394865 · September 2013 DOI: 10.1155/2013/394865 · Source: PubMed.
5. A. A. Mahmood, Abdalbasit A. Mariod, F. Al-Bayaty, S. Ibrahim Abdel- Wahab/ Anti-ulcerogenic activity of *Gynura procumbens* leaf extract against experimentally-induced gastric lesions in rats// *Journal of Medicinal Plants Research* Vol. 4(8), pp. 685-691, 18 April, 2010.



Creams and serums with our ingredients are sold in the networks of well-known premium class clinics and beauty salons.



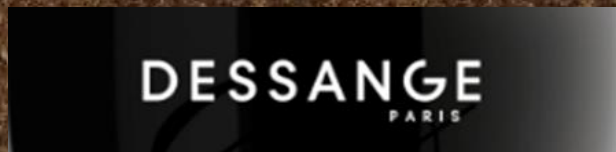
Institute of Cosmetology and Plastic Surgery



Network of premium beauty salons for the whole family



Center of Medical Cosmetology Danae



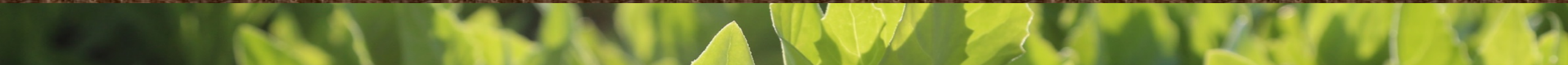
Market leader in premium hairdressing



Dental Clinic Network



Lab of author's cosmetics



Patents, obtained during Gynura products development



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