

Product Launch Enhanced with Innovadex Media

mibellebiochemistry

Customer: Mibelle AG Biochemistry
Region: North America, Europe
Industries: Personal Care & Cosmetics
Media: Cybrary Spotlight
eNewsletter Spotlight



PhytoCellTec™ Malus Domestica
Plant stem cells to protect skin stem cells

Following their philosophy 'inspired by nature - realized by science' Mibelle Biochemistry has established a revolutionary new way to combine nature and science.

Using a novel, patent pending plant cell culture technology (PhytoCellTec™), Mibelle Biochemistry developed an active based on apple stem cells. For this product dedifferentiated callus cells from a rare Swiss apple were cultivated. These apple stem cells are rich in epigenetic factors and metabolites which assure the longevity of skin cells.

The cosmetic active PhytoCellTec™ Malus Domestica has been shown to protect skin stem cells and delay the senescence of hair follicles. The application of plant cell cultures to maintain the function of skin stem cells is a breakthrough in anti-aging.

[PhytoCellTec™ Malus Domestica brochure](#)

[View all Mibelle Biochemistry products in Chemides](#)

[Contact Mibelle Biochemistry](#)

mibellebiochemistry

The Results

9000+ Media impressions in North America & Europe

400 Unique sales opportunities generated from the full media program

340 Unique manufacturing/Research & Development companies represented in the sales opportunities

Why Innovadex?

Innovadex is the most effective way to reach your current and future customers. We pre-qualify all registered members to assure completeness and accuracy and provide actionable high quality sales opportunities at the earliest possible moment in the decision-making process.

And now, with the new Innovadex **Sales Sonar**[®] reporting platforms, our ability to communicate sales opportunities in real-time is more compelling than ever. Learn more at: www.innovadex.com/media

Mibelle Biochemistry, a Swiss company, is specialized in the research and development of innovative, high quality actives for the cosmetic industry. Inspired by Nature, Mibelle Biochemistry transforms naturally derived compounds into truly functional cosmetic ingredients.

In 2008, Mibelle AG Biochemistry became the first company to launch a new innovative ingredient based on skin stem cells and launched a comprehensive marketing program to build brand awareness and promote the health benefits of their new ingredient. For this significant new product launch, Mibelle Biochemistry utilized seven leading industry publications, four interactive website sponsorships and the Innovadex Personal Care & Cosmetics Cybrary.

While branding was important to this new product launch, Mibelle Biochemistry was ultimately needing to create conversations with formulators and scientists to discuss the benefits of their new ingredient as they begin the product development process.

“ **The efficiency of Marketing activities and spending at [Innovadex] is measurable by the qualified sales leads sent to us.** ”

BEATA HURST, SALES & MARKETING MANAGER