



VITAVIU

COMPANY PROFILE



www.vitaviu.com

« We choose the best
because we care »

The Company

History

Dr. Nawfal Nawfal Started LA VITA PHARMACY in 1997, few years later La VITA became from the biggest pharmacies in Byblos area.

In 2003 Dr. Nawfal Started VITAVIU SARL Company as a growing and dynamic enterprise which markets products principally in the area of eyes.

After having achieved a rapid penetration in the Lebanese market we started thinking to import new products & always looking to be exclusive distributors, organized through a network of medical representatives who pay regular visits to doctors to keep them informed about our products & latest studies.

Vitaviu distributes wide range of products, from Italy we are the exclusive distributors of Euritalia pharma (ISOMAR LINES) eyes drops multidose and monodose, nasal spray for baby and Adult, isomar gola for throat, from Polytouch Korea: solrex alpha, solution for lenses and lenses and its going very well.

We have dermatological line from USA and Korea.

In 2007 Dr. Nawfal Started VITAVIU OPTIC, a new company that work in the area of eyes care with high expert doctors that can meet the need of the patient.

Vision



We want to discover, develop and successfully market innovative products to prevent and cure diseases, to ease suffering and to enhance the quality of life. » VITAVIU has a diverse healthcare portfolio, including innovative pharmaceuticals, eye care products, Skin & consumer health products.

Team



We strive to provide our associates with the safest possible workplace and to promote their health and well being. VITAVIU team attends local and national events in order to interact with health care professionals worldwide. You can preview upcoming major conventions and congresses that VITAVIU will be attending

The Market

The Lebanese market its very active and motivated market, concerning our company we cover around 1000 pharmacy, approximately 80% of the Lebanese market. At the moment we are ready to launch news products. Concerning the registration it takes around 6 months and 5000 USD per item and later we have to cover it by social Securities would like to ask you about your way of working with your ditributors, concerning registration.



Vitaviu has a unique portfolio that we believe best meets the evolving needs of patients and societies. Providing such value gives VitaViu purpose, and our work, meaning. It is vitally important to us to create value beyond our own business success and in the Middle East at large. We do, of course, have economic responsibilities to our customers, associates and shareholders. When we operate in a way that is respectful of human rights, socially equitable & environmentally sustainable, we can better meet our economic responsibilities.



EURITALIA has reached a position of absolute prestige both in Italy and abroad in the pharmaceutical field. An amazing success built by putting more and more innovative products in the market.

In EURITALIA laboratories, chemists, cosmetologists and pharmacists have created products that soon became a reference point for quality and effectiveness.

First on the market, EURITALIA created ISOMAR ®: isotonic solution based on the sea water of the Sea Park of Cinque Terre (Italy), the cleanest in the world.

ISOMAR SPRAY® and ISOMAR VIALS ® are suggested for the daily hygiene of the nose, ears and eyes of children and adults.

New, created for respecting the delicate nostrils of children, ISOMAR BABY ®, has a practical nozzle which grants more than 400 nebulizations.



We POLYTOUCH are producing professionally soft contact lenses and contact lenses care product. We are doing our best to offer safe and reliable products to our customers with advanced development of technology of research center and strict quality management.

Spring of 2008, revolution of contact lenses

We are launching soft contact lenses of new concept with long time research and development for days and nights. Above all things, with new lay out methods beyond the preceding technology, it is designed to keep perfect fit on your eyes.



For a Beautiful, Natural & Healthy Life!

PureDerm manufactures and distributes high quality Beauty & Healthcare products in the spirit of partnership and dedication to quality. We do the design, manufacturing and development of skincare cosmetics and healthcare products for various international markets.

We deliver top-quality products, competitive pricing, attractive packaging and on-time delivery so that they become saleable, affordable and fulfill the customer's quality expectations.

Through continuous innovation and R&D, Adwin has maintained a consistent and reliable quality in manufacturing its products, and have positioned as the leader in Beauty & Healthcare market.

Isomar Spray

Daily nose-ears 'Hygiene, Thank to Nitrogen, used as propellant (instead of the more common compressed air), ISOMAR spray combines the daily Hygiene with a refreshing action.

TWO PRODUCTS IN ONE (NOSE-EARS)

The two different nozzles make the daily nose and ears' cleaning very easy, both for children (from 1 year of age) and for adults.



Isomar Baby

Daily nose hygiene, Spray no-gas, MORE THAN 400 SPRAYS, it can be used more times per day.

It does not give any addiction. IT IS SCIENTIFICALLY DEMONSTRATED That Cinque Terre's seawater, once turned into isotony, is the most similar to human plasma.



Isomar Vials

Daily nose-eyes hygiene ISOMAR cannot be compared to common physiological solutions since it is similar to the inorganic fraction of human plasma.

AUTHORIZED FOR AEROSOL THERAPY Re-closable vials THE FIRST PRODUCT IN THE WORLD ALSO AUTHORIZED FOR OCULAR WASHINGS ISOMAR spray and vials do not cause the "rebound effect".

Unlike hypertonic products and waters containing Sodium Chloride, Bromine and Iodide, they reduce addiction to vessel-constrictors obtained by synthesis, and do not alter the mucous' hydration.



Isomar Gola

Anti-reddening, soothing, Anti-halitosis & for Adults and children Medical device The combined action of its natural active principles grants the best treatment of sore throat, salivary insufficiency, Sjögren syndrome and halitosis.

INTERNATIONAL PATENT N° 1341904



Isomar Nasal Aspirator

Medical device

Conceived in order to free the baby's nostrils from excessive mucus' secretions so as to allow the natural breathing.

INTERNATIONAL PATENT

The suction tube's size has been purpose-studied in order to strike down the anaerobic bacteria charge, assuring the mother a better safety than the traditional aspirators.

The anti-bacterial filter correctly set in the final part of the suction tube (not at the beginning), can be used more than once and can be substituted only when visibly necessary! With ISOMAR NASAL ASPIRATOR it is possible to use only one filter/day, a great saving!



Isomar Occhi Multidose

Hydrates – Refreshes – Lubricates - Soothes – Does not burn
patented formulation: DOES NOT CONTAIN Benzalconium Chloride which would make the laluronic Acid precipitate in the form of crystals, irritating the conjunctival membrane and causing strong lachrymation. INTERNATIONAL PATENT N° 03007761.4

It is the only multidose eye-drops containing laluronic Acid which can be dropped without taking off the contact lenses?

It contains Hydroxyl-Propil-Methyl-Cellulose whose characteristic is that of slowing down the natural eye-drops evaporation.

Opposite to vessel-constrictors: soothes, nourishes and lubricates the conjunctival sclera



Isomar Occhi Mono Dose

Hydrates – Refreshes – Lubricates - Soothes – Does not burn
patented formulation: DOES NOT CONTAIN Benzalconium Chloride which would make the laluronic Acid precipitate in the form of crystals, irritating the conjunctival membrane and causing strong lachrymation. INTERNATIONAL PATENT N° 03007761.4

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Sorex Alpha

Incredible eye protection

Sorex Alpha for all types of soft contact lenses including disposable lenses, cosmetic lenses for removing protein, Cleaning dirt, debris... on the lens surface, Rinsing prior to lens insertion, disinfecting the contact lens & storing the contact lens

Available in 4 sizes: 80 ml, 160 ml, 270 ml & 385 ml



Clear Soft

Clear lenses for the vision correction

Clear Soft contact lenses have, No annoyance at the first time you wear and it is developed to give the preexisting users better fit.

Clear soft contact lenses are; a new concept of soft lenses to give smooth flow of tears and air provision which is a Characteristic of micro mini contact lenses

B.C. 8.60

DIA: 14.0

Available for -0.5 to -10 | +0.5 to +4



Magic Eye

Colored cosmetic lenses it looks like natural eyes for wearers

the color lenses intended to make your eyes more natural and truly dramatic new appearance Greater comfort to lens wearers and easily adapt to your eyes, and offer ease of handling with simple application, removal and cleaning.



PB-TYPE Color Lens



Make-Up Remover Cleansing Tissues

- * thoroughly remove eyeliner, shadow, lipstick and blush-even waterproof mascara-without skin irritation.
- * With the convenience of pre-moistened cloths, they work in seconds to leave you feeling smooth, fresh, moisturized and completely clean-anytime, anywhere!
- * Contain Green Tea, Vitamin E, and Aloe Vera.
- * Packing Details: Unit Pack 30 sheets | Inner Pack 12 | Case Pack 96
Weight 17kg | Cube 0.065CBM



Acne Wash Cleansing Tissues

- * One step acne-fighting cleansing treatment designed to remove make-up and reduce the number of acne pimples.
- * Deep clean, unclogs pores, remove dirt & oil and visibly reduce redness in days.
- * Contain Salicylic Acid (0.3%), Tea Tree Oil and Aloe Vera.
- * Packing Details: Unit Pack 30 sheets | Inner Pack 12 | Case Pack 96
Weight 17kg | Cube 0.065CBM



Deep Cleansing Nose Strips

- * Revolutionary way to truly unclog pores and lift away unwanted blackheads on nose in one step.
 - * Tighten pores, keeping skin looking and feeling fresh.
 - * Guarantee a dramatic difference after just one use.
- The result can be seen instantly as removing the strip.

Packing Details

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| Unit Pack | 6 strips |
| Inner Pack | 12 |
| Case Pack | 192 |
| Weight | 5kg |
| Cube | 0.067CBM |





VITAVIU

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