



Laboratoires VIVACY and Harcourt Studio Paris celebrate the "Authentic beauty" through their new marketing campaign, "V pour la Vie".*

A leader in the French medical field, Laboratoires VIVACY has joined hands with the iconic Parisian photo studio, Harcourt, for their latest digital and print marketing campaign called « V pour la Vie »*. For this new announcement, the collaborators of VIVACY - genuine brand ambassadors - have become the official faces of the brand. This patient-focused campaign is the next step for VIVACY to develop their notoriety and complements the Laboratory's product portfolio diversification through the launch of new dermo-cosmetic products and luxury perfumes.

Over the years, Laboratoires VIVACY, a pioneer in Hyaluronic Acid, has established itself as a leader in the worldwide aesthetic medicine market thanks to its selection of high quality products that offer unique medical properties.

Develop products to enhance beauty without transforming the patient: With the brand's foremost promise in mind, they have chosen to collaborate with the world-renowned Parisian studio, Harcourt, to transcribe this ideal through different photos.

"They embody VIVACY's values through their daily contact with our interlocutors in more than 80



countries where we are present worldwide, it seemed much more thought-provoking to highlight the faces of our collaborators. This campaign is authentic: a natural, candid beauty which uses the brands products, and is marvellously captured by Studio Harcourt," explains Waldemar Kita, the Chairman of the VIVACY Group.

VIVACY employees have taken on the role of official brand ambassadors. Women and men of different ages (30 – 60 years old), who represent a more modern, aesthetic medicine clientele, offering unique characteristics and emotions in their facial features.

"It was important for VIVACY to go in the opposite direction of the current codes, which are often too superficial. Singularity, spontaneity, authenticity: they are cardinal values that meet the needs of our female and male patients. Through this campaign, VIVACY symbolises them. Our team regularly uses our products, and have experienced their effectiveness. Can you image better brand ambassadors?," adds Michel Cheron, CEO of VIVACY.

**V for Life*

"This new strategy seeks to provide consumers with more realistic campaigns that they can identify with. We focused retrospectively on how the consumers perceive the brand and our values", explained xxx



(Head of VIVACY subsidiary / Marketing Director France). *“We will be launching a campaign where beauty will be seen in a more authentic way”.*

Thanks to the iconic Harcourt style, distinguished above all by an unparalleled sense of light and shadow, and greatly inspired by cinema lighting, the faces of VIVACY can reveal their true personalities and present their own idea of chic and glamour, features that are at the heart of the timeless and iconic beauty promised by the brand.



“A portrait signed by Studio Harcourt represents a promise to enhance beauty of the face, to highlight emotions, and preserve endlessly a beautified trace of one’s self. Control, excellence and expertise boosts the artistic dimension to a higher status, between light and dark.

Through this clever alchemy of light and shadows comes a unique and timeless image of the women and men of VIVACY. The art of legendary lighting to highlight a brand new advertising campaign”, commented the Studio.

This new campaign also marks the diversification of VIVACY on two markets that are historically linked to VIVACY’s core business. Firstly, dermo-cosmetics with the commercialization of our new professional quality anti-ageing skin care line, through innovative and expert formulas that preserve the youthfulness of the skin on a daily basis. Next is the Haute Parfumerie (Luxury perfumes) with the launch of a new perfume for women, “Desirial® Paris pour Elle”, and another for men, “Desirial® Paris pour Lui”.

All products from the brand, VIVACY, are now available in France on the online boutique: www.vivacybeauty.com.

