



lavido

*Clinical Skincare Infused
with a Passion for Plants*

POTENT PLANT FORMULAS,
PROVEN RESULTS.

CLEAN BEAUTY

Founder Story

Plant chemist Ido Magal is the founder and formulator behind Lavidó. Ido grew up studying herbal and plant chemistry, starting at a very young age in his grandmother's organic garden. With a deep love of nature and plants, he began farming his land in the heart of the Galilee's Jezreel Valley in Israel to study and practice herbal medicine. Not long after, his sister asked him to make a therapeutic cream for her baby's sensitive skin, which soon became a highly coveted product among her friends and family. After quickly selling out of the miracle cream at a local farmer's market, Lavidó - named after Ido and his sister- was born.

Today, visitors can tour Lavidó's Botanical Garden and Education Center based in the village of Nahalal outside of Galilee where Ido grows an aromatic array of citrus fruits, pomegranate, Bulgarian lavender, mint, and rosemary, among others herbs



"I want to give people immediate, effective results by using natural ingredients. And we're proud to show that this is finally possible!"

- IDO MAGAL

and medicinal plants. These organic and naturally-derived ingredients are present in all Lavidó formulations, thoughtfully chosen for their incredible health benefits.

It is Ido's passion for plants and love of formulating that has made Lavidó the largest natural skincare brand in Israel. With a mission rooted in making effective natural products accessible to everyone, Ido will continue to innovate and create from his organic farm in Israel, where he lives with his wife and two children.





Who We Are

We deliver clinically proven skin caring products by harnessing the power of bioactive plant nutrients to uphold skin health and resiliency. Mindfully formulated for the wellbeing of all people and all skin needs as we believe in putting people first.

Area of Expertise

We specialized in clinically proven topical natural skin, body and personal care products, formulated with plants, organic essential oils and aromatherapy wellbeing benefits expertise to address a variety of skin concerns as well as mild skin conditions.



About Lavidó

Originating from the beautiful and lush Galilee Valley a remote, untouched region of Israel, a country known for its agriculture and green technologies, Lavidó was born in 2003 from a passion for botanicals and a need for natural products that work better than conventional ones.

A PASSION FOR PLANTS:

Plants are the basis of every formula we create. From wild botanicals to therapeutic herbs to revitalizing fruit extracts, we're an early pioneer of naturally derived formulas and our passion and expertise lies in developing therapeutic solutions from the very best of nature, including essential skincare products and our innovative Green Aid collection designed to target specific hypersensitive skin conditions.

REAL AND RADIANT RESULTS:

Lavidó formulations are validated through methodical 3rd party dermatologist and clinical testing. It is our mission to prove that organic and natural products can rival the results of conventional products often made with ingredient culprits linked to compromised health. Although it is an arduous and costly process, our immediate goal is to clinically test every product in the line.

BEAUTY FROM OUR OWN BOTANICAL GARDEN:

With a heritage rooted and inspired by nature, we bring a deep gardening ethic to our formulation process. We grow many of our own ingredients in our Botanical Sanctuary in Israel that is also a renowned Education Center. People from all over the world come to learn more about the healing and aromatic properties of plants and herbs. The ingredients we don't grow in our garden are ethically and sustainably sourced around the world where they grow abundantly, using less of Earth's precious resources.

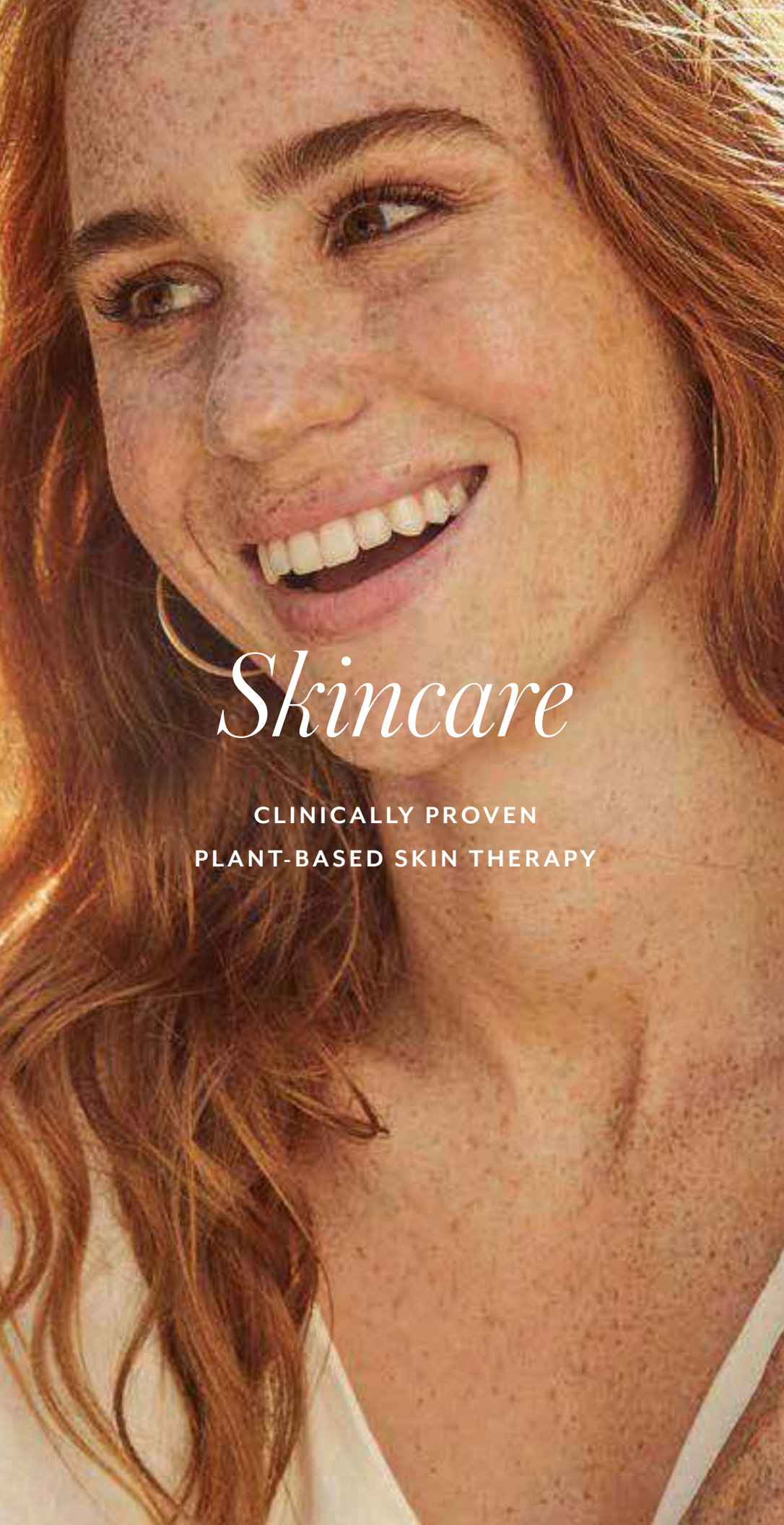
THE BEAUTY OF BALANCE:

Ultimately, we believe skincare is self-care—and self-care is an essential element of the Lavidó lifestyle and a healthy mind, body and spirit. We're passionate about bringing the best plant-based skin and body care solutions to everyone at a fair price.

MINDFUL FORMULATIONS:

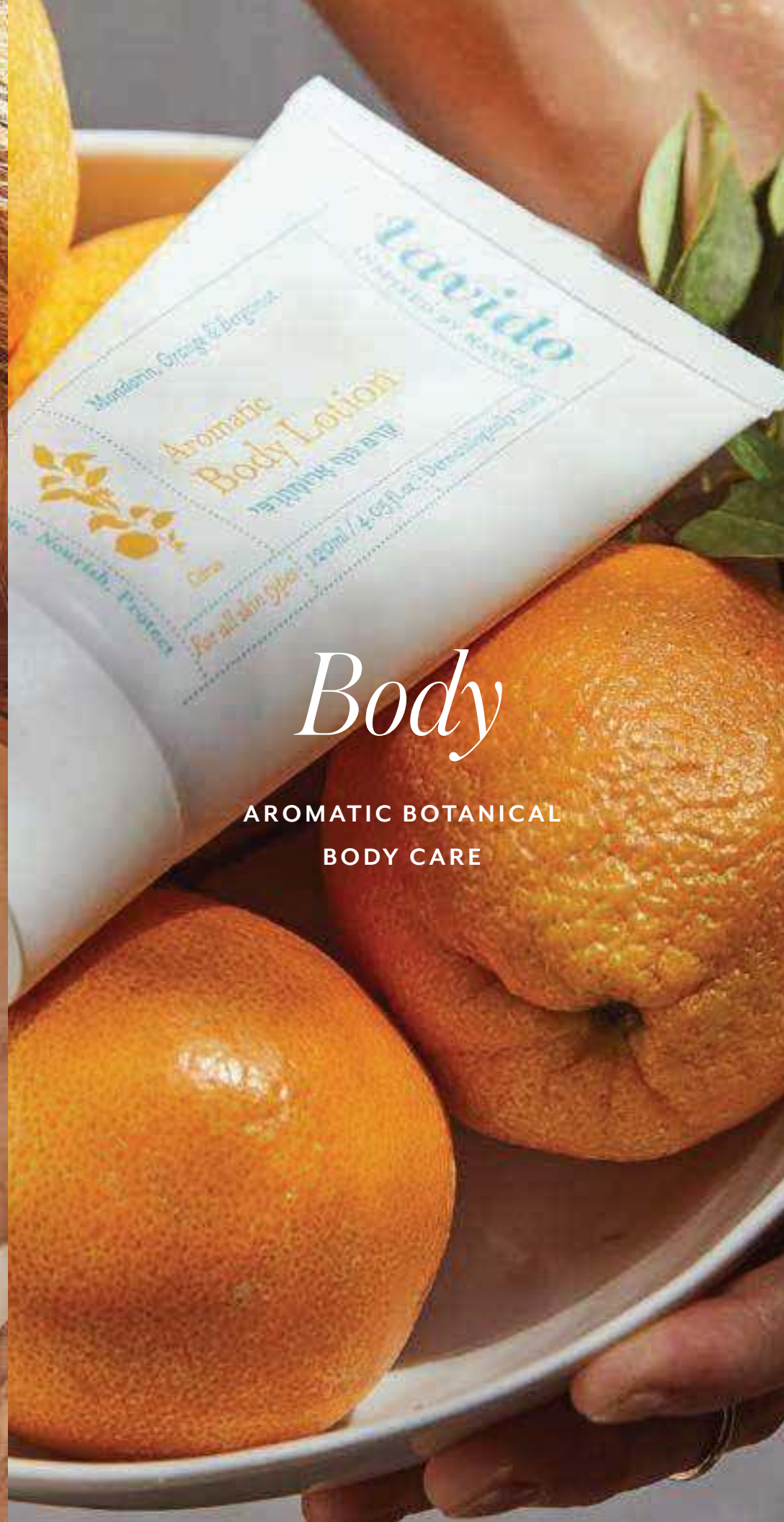
Every formula we create is thoughtfully made without the use of known ingredient villains, including mineral oil, petroleum, silicones, propylene glycol, synthetic dyes, phenoxyethanol, synthetic alcohol, parabens, PEGs, and SLS. Lavidó products are vegan-friendly, gluten-free and cruelty-free. We test our products on human herbivores, never animals.





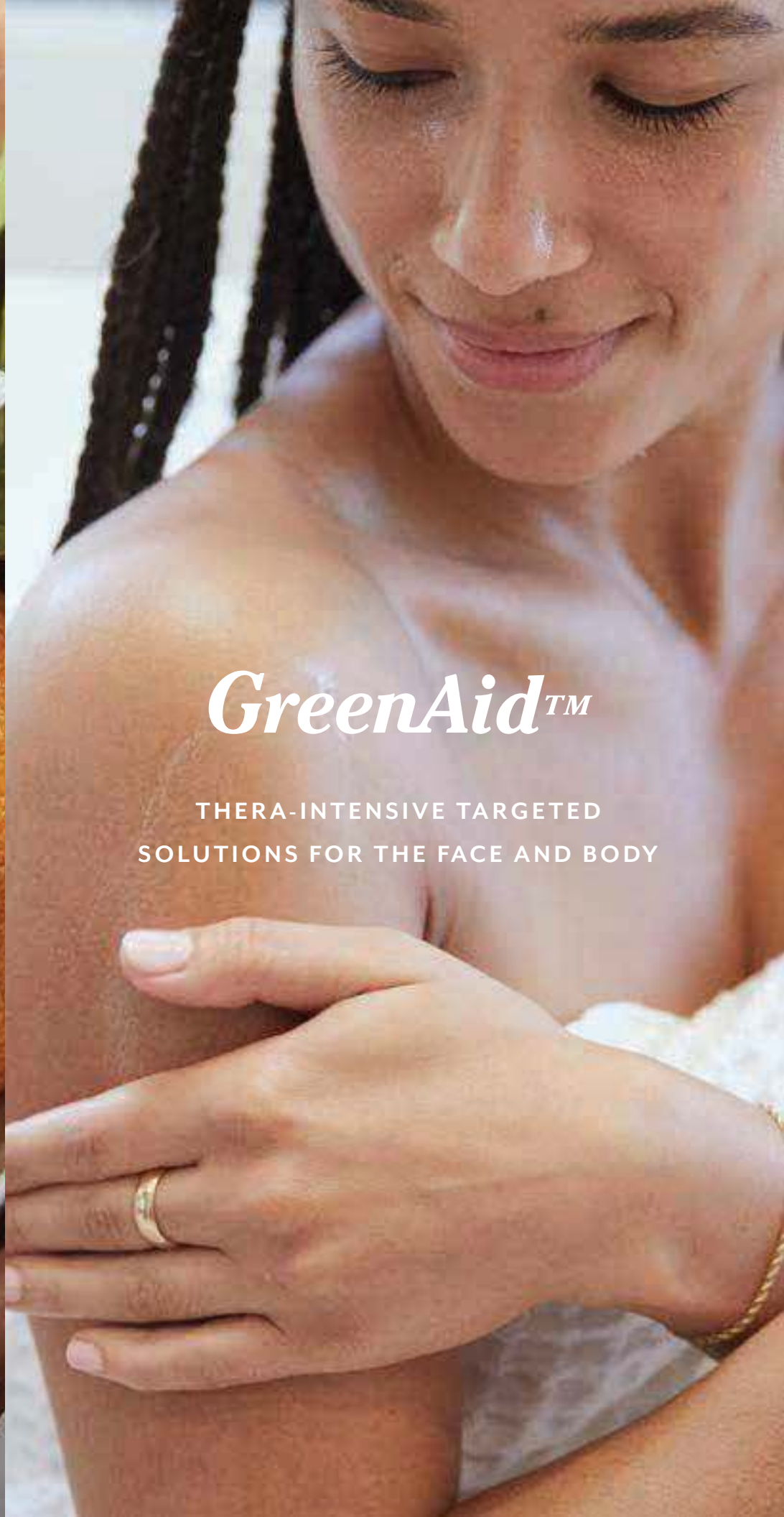
Skincare

CLINICALLY PROVEN
PLANT-BASED SKIN THERAPY



Body

AROMATIC BOTANICAL
BODY CARE



GreenAid™

THERA-INTENSIVE TARGETED
SOLUTIONS FOR THE FACE AND BODY

Skincare Heroes



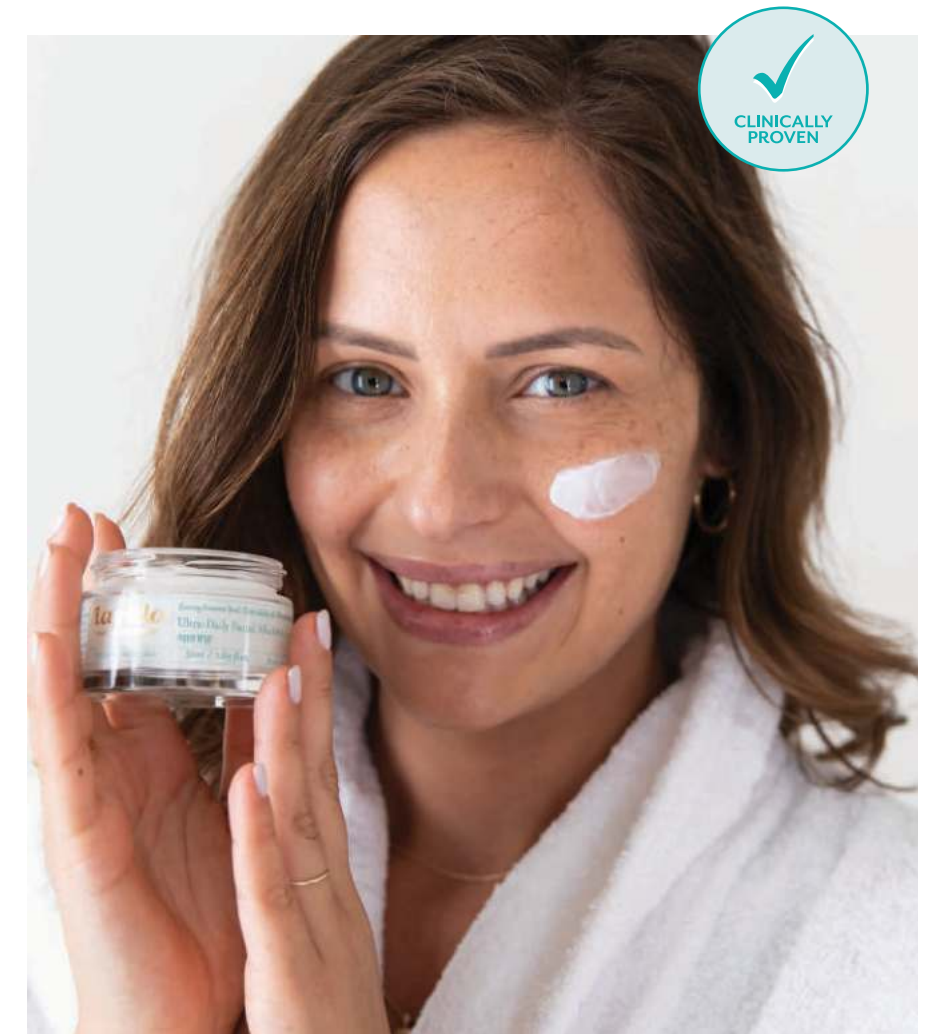
ALERT EYE CREAM:

Clinical trials showed that **100%** of subjects experienced a significant increase in skin firmness, **93%** of subjects experienced an increase of elasticity and smoothness and **97%** of subjects saw a significant decrease in wrinkle depth.



REPLENISHING FACIAL SERUM:

Clinical trials showed that **97%** of subjects experienced a significant increase in skin firmness, smoothness and decreased wrinkle depth.



ULTRA DAILY MOISTURE CREAM:

Clinical trials showed that **93%** of subjects experienced a significant increase in skin firmness, **83%** of subjects experienced an increase of elasticity & smoothness and **80%** of subjects saw a significant decrease in wrinkle depth.

Green Aid Heroes



THERA INTENSIVE BODY CREAM:

Clinically-tested and ultra-nourishing, this therapeutic body cream is concentrated with Vitamin E and therapeutic oils to help accelerate skin regeneration.

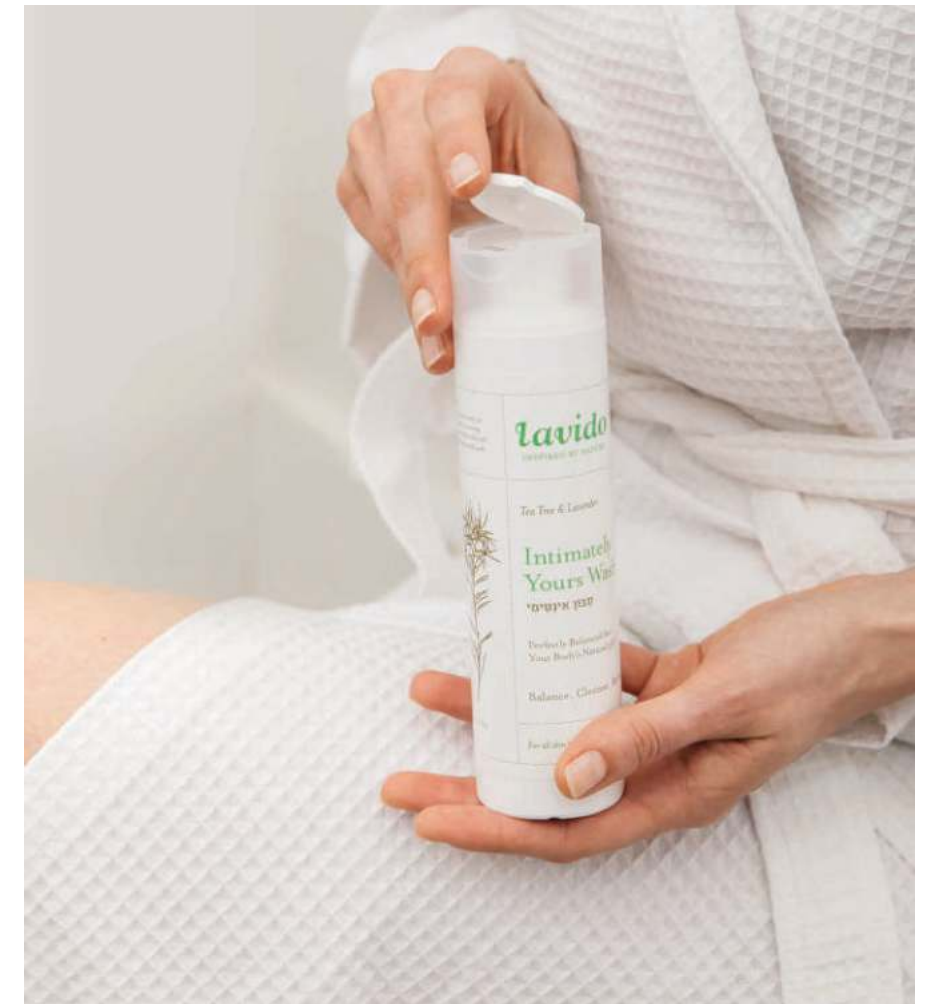
"It completely eliminated my eczema. Gone! Nothing else has worked so well." - Jayne



THERA INTENSIVE SKIN BALM:

Known as our 'miracle balm' for sensitive skin conditions. This powerful blend of aromatherapeutic and organic oils designed to help relieve dry and irritated skin.

"This balm is truly amazing for dry skin on feet, hands, or really any part of the body! I love the refreshing scent and texture that leaves my hands and feet feeling fresh and soft. I don't know how I'd survive the harsh NYC winter without this stuff!" -Caitlyn



INTIMATELY YOURS WASH

A naturally-derived intimate wash that imparts the antibacterial properties of Tea Tree and Lavender Oils without compromising the healthy pH of the vaginal area.

"let me tell you, this is luxurious. It lathers so well, it's a gentle, creamy lather and the scent is beautiful. Will be ordering more for sure and I am excited to try more Lavidó products!" -Milly

Worldwide PR

goop

ELLE

allure

VOGUE

marie claire

martha stewart

Forbes

marie claire

“THE ALL-TIME BEST FOOT CREAMS FOR DRY CRACKED, SORE FEET”



#1 THIS AROMATIC FOOT CREAM

goop

Chooses *lavido's* Replenishing Serum as one of

The 10 Best Clean Face Oils

GP's Israeli makeup artist Angela Levin always starts with this Lavido Replenishing Facial Serum from Israel before foundation – it's her secret for glowy, red carpets skin. The oil is ultra-moisturizing. The texture is gorgeous and the scent is subtle and beautiful.



NEW YORK
MAGAZINE

“THIS ISRAELI BODY CREAM IS LIFE-CHANGING”

*“This lotion is life-changing. And if you suffer from mild, moderate, or, like me, severe eczema, it's a must try. **lavido's Intensive Body Cream** is an ultrathick, seriously hydrating body cream that penetrates deep down into your skin to restore the skin's natural moisture levels.*



ELLE

“One of the best beauty products on Planet Earth”

“Different from your everyday moisturizer, this lightweight formula from Israel hydrates the delicate skin around your eyes, relieves puffiness, and diminishes the appearance of fine lines, Win, Win, Win”



Forbes

“The 23 Best Hand Creams To Soothe Dry, Cracked Skin”

Lavido Nurturing Hand Cream in Mandarin. The fragrance of mandarin, orange and bergamot is a citrusy pick-me-up, provide soothing and repairing effect, plus create a protective barrier for hands, courtesy of plant-based hyaluronic acid and organic shea butter.



martha stewart

“The Most Effective Botanical Based Beauty Products”



goop

5 Beauty Resolutions for 2020

THERA-INTENSIVE FOOT CREAM

“Just a moment with yourself and an amazing, essential-oil-infused cream. It of course keeps your feet in great shape, and we're convinced it makes for better sleep, a nicer next day, increased self-love, and a happier life.”



Forbes

“How This Israeli Skincare Company Is Taking On Clean Beauty”

“He put an emphasis on premium ingredients, which separated him from others in the industry”.

“I didn't just want to say to people that this is good for your skin, but show them, we have proven that 95% show an improvement.”

- IDO MAGAL, Lavido Founder

ATELIER DORÉ

GARANCE DORÉ, THE GREATEST AMERICAN FASHION INFLUENCER ABOUT **lavido's REPLENISHING SERUM:** **“WHAT IS GOOD ENOUGH FOR GWYNETH” ...**



I've spoken about my obsession with this little puppy before but Lavido's Replenishing Serum is what I use every morning under my make-up to make my skin look like it's glowing from the inside.

It works when my skin is at it's best AND it works when my skin is at it's worst, which is really a testament to how great this product is.

It smells as fresh as it feels and never leaves me feeling greasy or weighed down. Did I mention it's also what Gwyneth Paltrow uses? I mean, if it's good enough for Gwen...

Following the success:

goop

Expands Cooperation With *lavido*

*Miracle treatments we love: **lavido** Age Away Hydrating Cream*



A Routine for Glowy Healthy Skin with *lavido* Thera Intensive Foot Cream

*Love your feet. Do it for a week and not only will your feet be smoother, happier, and even prettier, you yourself will be happier, too. This one from *lavido* smells faintly of herbs and flowers, sinks in like magic, and treats even the roughest skin with shea butter, jojoba oil, and avocado oil.*



VOGUE

EDITION MARCH 2020
TEKST EN PRODUCTIE: KAREN VAN EDE

Seizoenstoppers

COSMETICS BUYERS weten al maanden van te voren wat er aankomt. Ze jagen nimmer afatend op nieuwe merken en hebben gigaproductkennis. De grootste inkopers TIPPEN HIER welke producten ze zelf gebruiken en welke écht de aanschaf waard zijn.



“Lavido Alert Eye Cream is een heel natuurlijk en actief product, je ziet meteen verschil.”

MARIE HOFF - COSMANIA AMSTERDAM

Hollywood Actress & Lifestyle guru Gwyneth Paltrow Is in love with Lavido






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SHOP BEAUTY FOOD & HOME STYLE TRAVEL WELLNESS MEN

RESULTS FOR **LAVIDO**
Displaying 1 - 16 of 29 results

RESULT TYPE ▲

- Articles (20)
- Products (8)
- Videos (1)

 <p>LAVIDO Alert Eye Cream</p> <p>US \$49.00</p>	 <p>LAVIDO Age Away Hydrating Cream</p> <p>US \$55.00</p>	 <p>LAVIDO Thera-Intensive Body Cream</p> <p>US \$45.00</p>
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Winning Awards

lavido Poland 

Thera Intensive Foot Cream

Won Love Cosmetics Awards 2020
in Poland



For the "Perfection of the Year"

Winning Awards 2020



International Distribution Channels

NORDSTROM



ANTHROPOLOGIE

goop



bloomingdale's

JCPenney

thirteen lune
THE BEAUTY OF INCLUSION



Favorite Quotes

Replenishing Facial Serum

"One of the top 10 best facial oils"

-Goop.com

"The Most Effective Botanical Based Beauty Products"

-martha stewart



Alert Eye Cream

"One of the best products on planet earth!"

-Elle Magazine



Thera Intensive Body Cream

"This Israeli Body Cream Is Life-Changing"

**-NEW YORK
MAGAZINE**



Lavido

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