

THE GOLD OF THE INCAS

New to KLAPP - a trend from nature that works. Nourishes the skin in a natural way. KIWICHA - the gold of the Incas - newly discovered: For extremely beautiful and young looking skin.



KIWICHA back then: *The mighty Empire of the Incas, an organized Empire along the Pacific coast and the Andes, had a wealth to its name, which was unique in the 13th - 16th Century. The gold of the Incas was the epitome of grace, beauty, power - a gift for the gods. The gold of the Incas, *Amaranthum caudatus*, is called „Kiwicha“ (pronounced: key-woo-cha) in Quechua, the Andean Inca language. The Incas found a large energy source in Kiwicha, the grain-like crop which was once their main staple. It was considered holy and valued as an offering to the sun-god.*

KIWICHA today: *Newly discovered for natural cosmetics – formulated with the holy oil, source of divine beauty and grace. Very skin-friendly, richly nourishing, excellent pampering.*

Product benefits / benefits for the customer

For whom: For the sophisticated consumer aged 30+ looking for natural skin care she can trust.

For what: Critical, sensitive, skin lacking moisture to dry and mature skin, which does not tolerate conventional cosmetics. KIWICHA has therefore been developed on a natural plant-base: Gluten-free, Öko-Test compliant. Free of PEGS, mineral and silicone oils. Free of purely synthetic fragrances, colorants and preservatives. Free of animal extracts and animal testing. No sterilization of organic raw materials and

cosmetic end products through radioactive radiation. Dermatologically tested.

Action: With **KIWICHA** KLAPP COSMETICS has created a new product generation exclusively for the discerning consumer.

KIWICHA by KLAPP with *Amaranthus caudatus* - a plant-based source with the highest proportion of squalane (7%) produced by the skin. Unique combination of tocopherols (vitamin E), tocotrienols and linoleic acid. Supports the skin regeneration, the cell protection and moisture level, highly replenishing.

The seeds contain a high value-adding oil content of 5-8%. In comparison with other natural plant-based oils, Kiwicha oil is the only plant oil to have a squalane proportion which is comparable to the skin surface lipids.

It is very similar to the synergistic antioxidant network of the skin in its composition. As a lipid component it fits into the skin structure like a puzzle piece: With anti-aging action, retains moisture, strengthens the structure, improves elasticity and evenness.

KIWICHA is available as Cleansing Emulsion, Facial Toner, Day Cream, Night Cream, Eye Cream, Facial Oil und Antiage Treatment for the professional treatment in the beauty salon.

Benefit: Anti-age for incredibly beautiful skin. For a relaxed appearance, new freshness, improved skin density and smoothness. Natural skin care for the beauty of divine women.