

P R E S S P A C K



I N N O V A T I O N 2 0 2 4

wellbo **X**²®

High-Tech Beauty has been finding its way into our bathrooms for the last five years, with the market almost doubling in that time. The pioneer of this trend was the LPG® Group, which has drawn on its unique professional expertise since the launch of its first generation, in 2005.

A world leader in cell stimulation with the Cellu M6® since 1986, LPG® continues to **revolutionise the beauty and well-being market** by developing a new-generation device for home use: **Wellbox® 2**.

As people who view beauty as a driver of well-being, the LPG® teams have long wanted to see professional beauty treatments also to be available to women without leaving their personal pampering space at home.

"For over 35 years, the Scientific and Research and Development teams at the LPG® Group have been explaining and demonstrating the key to youthfulness and good skin quality: mechanical cell stimulation. The brand has been supported, used and endorsed by health and beauty professionals all over the world since our first technological innovation. Our 100% natural, non-invasive cell stimulation technique is a true strength!"

Lydie Hayek-Rocque, Marketing and Digital Director, LPG®.

It has taken several years of R&D development to refine this technological gem and introduce a new ally into our beauty regime.



Scan the QR code to hear **Yegor Domanov, Director of Innovation, Research and Development**, and **Pauline Lesage, Product Manager**, talking about the development of **Wellbox® 2**.

Inspired by LPG® professional techniques, **Wellbox® 2** acts naturally on the dormant cells mechanism (cell stimulation).

- **reshape your figure:** localised bulges, cellulite, loose skin, heavy legs, etc.
- **prevent and correct wrinkles**, sagging features, puffiness and dark circles, as well as improving radiance and double chins.

*"That's where **Wellbox® 2** is so fantastic: by acting directly on fibroblasts and adipocytes, you can achieve amazing results in double-quick time, without any side effects on the face or body."*

Calypso Malatesta – Operational Marketing Officer.

A "pro" device that provides the full extent of LPG® expertise without leaving home. This High-Tech Beauty at home innovation provides access to smart digital services for inclusive, personalised beauty. It is important to regularly stimulate these cells so they don't fall back to their old, lethargic habits. **Wellbox® 2** is the new, 100% natural, daily beauty and well-being action with zero risk and zero side-effects to act as close to the cells as possible.

Wellbox® 2 has been designed, conceived and developed by LPG®, and is THE face and body solution for optimal results from just six minutes a day by:

- **STIMULATING** the release of stubborn fats,
- **REACTIVATING** collagen, elastin and hyaluronic acid production,
- **BOOSTING** circulatory exchanges and drainage of toxins.



" There was a need for consumers to be better supported in the using the device, coached and tracked to achieve their objectives more easily. We have listened to their expectations and our new Wellbox® will be the perfect solution for all consumers."

Pauline Lesage – Product Manager

wellboX²

2 0 2 4

wellboX²

WILL BRING

MORE SIMPLICITY!

MORE MOTIVATION AND BETTER RESULTS!

MORE EXCLUSIVE CONTENT!

MORE SIMPLICITY

Wellbox[®]2 features a **touch screen** with **over 80 turnkey treatments and programmes**, accessible in just a few clicks to respond to every beauty and well-being objective.

First select your area and objective, then simply follow the prompts! **Everything is shown and pre-configured:** direction of movement, duration, change of step and treatment head.

The intensity of the treatment can be adjusted depending on the quality of your skin and how it feels to ensure a consistently pleasurable experience!

MORE MOTIVATION AND BETTER RESULTS!

Wellbox[®]2 supports us throughout our programme to keep us motivated and achieve maximum results! By tracking your activity, current programmes can be found easily, alongside your treatment history. An assessment of your regularity of use is also available.

Wellbox[®]2 becomes a genuine coach for achieving your objectives more easily!

MORE EXCLUSIVE CONTENT!

New programmes, videos, tutorials, advice and exclusive content can be found on the **wellbox.fr** website from March 2024.

WELLBOX® 2 HIGH-TECH BEAUTY AT HOME:

- A complete device for combined face and body treatments.
- Thanks to the five interchangeable treatment heads, **Wellbox®2** offers a wide range of applications to take care of your body and face. Their numbering has been improved for easier use.



3 ROLL heads (1, 2, 3) to use for slimming treatments:

The painless stimulation of the ROLL heads on the skin speeds up release of even the most stubborn fats. Thanks to its action on adipocytes (the cells responsible for fat storage), the cell stimulation provided by **Wellbox®2** helps you rediscover a slimmer and firmer body.



2 LIFT heads (4, 5) to keep your face looking young:

The pulsation of the flaps combined with sequential suction from the LIFT heads stimulates the skin intensely. This skin stimulation awakens sleeping fibroblasts (the skin's youth cells), enabling them to synthesise hyaluronic acid, collagen and elastin again."



- **Wellbox®2** features an interactive touch screen for an optimal user experience. The cycle is simplified thanks to the onboard software in the device and offers a fun experience and ease of use. The user has a choice of over 80 turnkey, targeted and programmed treatments in response to each issue. Programmes can be scheduled over several days to help the client use the device regularly over several days to maximise her results.

- Over 80 integrated treatments and programmes (6 to 30 min) to respond to women's unique and changing needs.

- **Wellbox®2** also features a coaching functionality integrated directly into the interface. This consists of encouraging messages on the screen as a reward for regular use and to remotivate the user, if needed, to achieve their objectives.

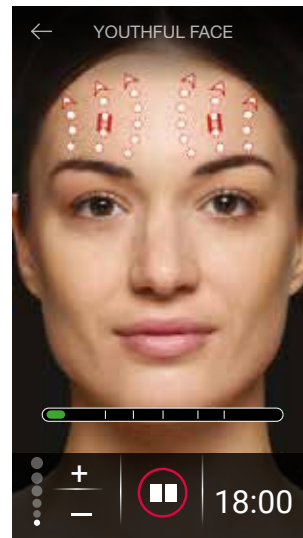
It will also be possible to take advantage of new, exclusive programmes, added to the device via a code at key points during the year.

Numerous videos, tutorials and tips will be available on the site from 2024, to support users and help them to achieve optimal results.

WHAT THE TESTERS SAY IN A FEW WORDS:

Well-being, effectiveness, **beauty**, quality, taking **care of yourself**, beauty at home.





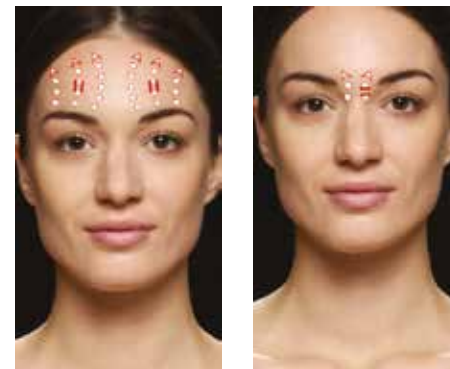
The red lines indicate the position of the flaps. The arrows indicate the direction of movement of the treatment head. For improved stimulation, move the treatment head in jumps (shown as a dot on the screen), with a 4-second pause at each point. It just takes a few minutes of the Face beauty routine every day to achieve optimal results!



2 LIFT heads (4 and 5) to be used for a youthful face

6 MIN. SMOOTH FOREHEAD

The manoeuvres smooth wrinkles by reactivating the natural production of collagen, elastin and hyaluronic acid.

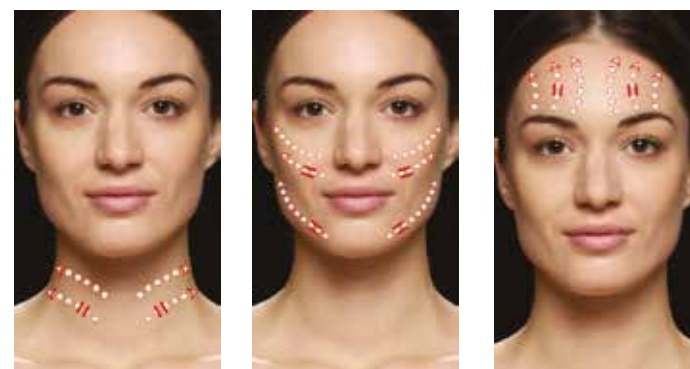


6 MIN. FIRMER CHEEKS

This routine awakens the natural synthesis of the essential elements of youthfulness to plump the dermis and smooth out wrinkles.

6 MIN. RADIANCE

Stimulation of the skin that helps to reactivate micro-circulation for a fresh and glowing complexion in any season.



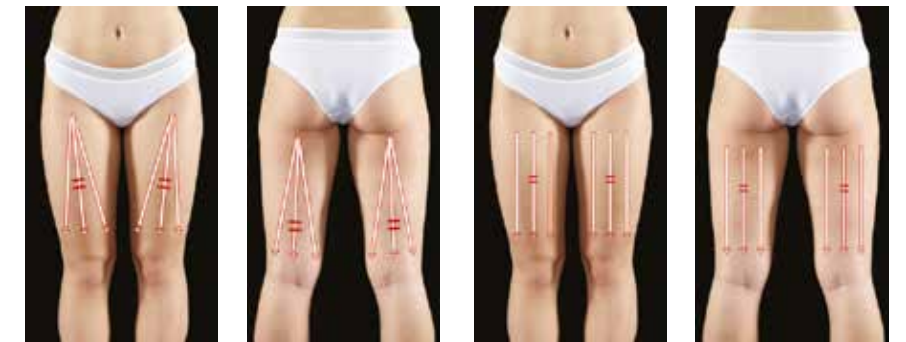
The red lines indicate the position of the rolls. The arrows indicate the direction of movement of the treatment head. The motions of the treatment head must be slow for optimal efficiency. It takes just a few minutes of the Body routine every day to achieve optimal results!



3 ROLL heads (1, 2, 3) to use for slimming treatments

10 MIN. THIGH CELLULITE

This routine helps to soften the adipose tissue, remove excess water and reactivate the circulation to visibly improve the appearance of cellulite.



6 MIN. REDUCE SADDLEBAGS

This routine encourages fat release and smooths out cellulite. By following the instructions on the screen every day, you can reduce the size of saddlebags and streamline your curves.

6 MIN. FLAT STOMACH

The motions of the head act on localised fat deposits to smooth out curves.



FACE & BODY TREATMENTS WELLBOX® 2

OBJECTIVES	WOMEN		MEN	
SLIMMING	Slimmer arms		Resculpted arms	
	Slimmer back		Resculpted pectorals	
	Flat stomach		Resculpted stomach	
	Slim waist		Reshaped waist	
	Slimmer thighs		Resculpted thighs	
	Slimmer inner thighs		Reshaped calves	
	Slimmer knees			
FIRMNESS	Slimmer calves			
	Firmer arms			
	Firmer back			
	Firmer stomach			
	Streamlined buttocks			
	Firmer thighs			
	Firmer inner thighs			
CELLULITE	Youthful hands			
	Cellulite on buttocks			
	Cellulite on thighs			
	Reduced saddlebags			
	Cellulite on knees			
WELL-BEING	Cellulite on calves			
	Relaxed back		Relaxed back	
	Relaxed shoulders		Relaxed shoulders	
	Light legs		Less tired legs	
	Light feet		Less tired feet	
ANTI-WRINKLES	Smooth eyes		Smooth eyes	
	Smooth forehead		Smooth forehead	
	Smooth line			
FIRMNESS	Firmer cheeks		Firmer cheeks	
	Reshaped jaw line		Reshaped jaw line	
	Smooth neck		Smooth neck	
	Smooth décolleté			
SLIMMING	Slimmer jaw line		Slimmer jaw line	
	Double chin		Double chin	
FLUID MOBILISATION	Less tired eyes		Less tired eyes	
	Less tired face		Less tired face	
RADIANCE	Radiant glow		Radiant glow	

FACE & BODY PROGRAMMES WELLBOX® 2

OBJECTIVES		WOMEN		MEN		DURATION
SLIMMING		Slimmer upper body	Sculpted upper body			3 sessions per week for 8 weeks
		Slimmer lower body				
		Slimmer overall body				
FIRMNESS		Upper body firmness				3 sessions per week for 8 weeks
		Lower body firmness				
		Overall body firmness				
CELLULITE		Goodbye cellulite				3 sessions per week for 8 weeks
WELL-BEING		Recovery from sport		Recovery from sport		3 sessions per week for 4 weeks Re-peat as needed.

ANTI-AGEING ANTI-WRINKLES	Youthful face	Youthful face	3 sessions per week for 8 weeks
	Total eyes		
	Eyes & lips		
FIRMNESS	Total lift		3 sessions per week for 8 weeks
RADIANT GLOW	Boost radiance	Boost radiance	3 sessions per week for 8 weeks

WELL-BEING	Absolute relaxation	Absolute relaxation	2 sessions/week for 4 weeks (weekend programme). TO be repeated as needed.
MUMS (PRE/POST -PARTUM)	Mum-to-be		3 sessions/week for 8 weeks. period to avoid: 1 st trimester
	Young mum		3 sessions per week for 8 weeks
MENOPAUSE			3 sessions per week for 8 weeks
BUSINESS	Businesswoman	Businessman	3 sessions per week for 8 weeks



Photo additional products available from January 2024.

Wellbox® 2 will be available from March 2024.

Public price : **from €1,399.**

Available from the merchant site www.wellbox.com

PRESS CONTACT:

AGENCE WELL COM MEDIA

maeva.batailles@wellcommedia.fr - +33 668 243 123

& caroline.falce@wellcommedia.fr - +33 681 943 887



**INNER POWER.
BETTER LIFE.**