

pHormulis Labò

YOU ARE UNIQUE





In a landscape dominated by generic solutions, true luxury is found in the recognition, understanding, and appreciation of each individual's unique qualities.

Every client presents specific concerns and needs, and addressing these through one-size-fits-all approaches is no longer sufficient.

Tailored solutions are essential for fostering meaningful connections and delivering exceptional value.

This understanding led to the development of the **map&apply** philosophy at Callegari – an approach that places the individual at the forefront, transforming personalization through a scientific journey.



Discover the power of Soft FX, an innovative tool developed and manufactured in Italy, that utilizes cutting-edge probes and a HD micro-camera to measure key skin parameters in real time. **Tests include hydration, elasticity, melanin, sebum, pore size, wrinkles, pigmentation, texture and redness.**

Callegari offers a comprehensive skincare concept, designed to convert every analysis into a bespoke treatment plan.

Map & apply is more than just a method; it is key to providing your clients with exceptional service.

It ensures the delivery of high performance, exclusive, and inimitable skincare.



Thanks to its advanced algorithm, **Soft FX harnesses the power of AI** to translate these measurements into personalized product recommendations. Within moments, professionals can **access a selection of the most effective textures and active ingredients, tailored specifically to the individual's skin needs**, at that precise moment, based on the results of the analyses.

The process culminates in a **customized product formulation using pFormulis Labò**. The selected ingredients are blended via **ingredient caps** introduced into the device, **creating a fresh product that is rich in highly bioavailable active components**. The unique formulation is designed exclusively for one individual, ensuring a **truly bespoke skincare experience**.

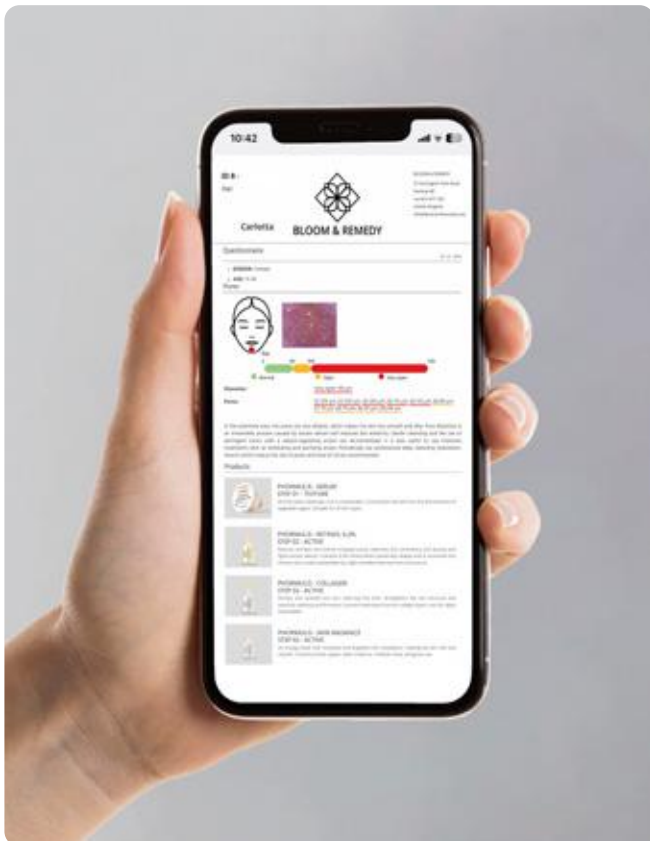
YOU ARE UNIQUE



Introducing pHormulis Labò, the pioneering high-tech lab for tailored skincare solutions

Our state-of-the-art device enables the creation of fresh, highly effective skincare products through an efficient and guided process.

Each pHormulis capsule is equipped with a unique QR code, which the **pHormulis Labò** interface scans to accurately identify the ingredients and automatically initiate the appropriate program, to create a truly unique bespoke skin care product for clients.



The Soft FX documents skin analysis results within each client file, facilitating the ongoing monitoring of skin changes over time. This empowers professionals to recreate or adjust personalized products as needed, ensuring optimal results for each client, every time.

Beyond the product: the tailor-made experience

pHormulis Labò offers a unique approach to skincare by combining active ingredients, textures, and fragrances to create fresh skincare, tailored to the specific needs of each individual's skin.



Actives

The extensive range of pHormulis **active ingredients** allows for effective translation of the analysis conducted with Soft FX into advanced, high-performance products. The ingredients are specifically designed to combat concerns, **promote overall skin well-being and healthy ageing**. Each pHormulis product contains up to two active ingredients, which are selected based on the **recommendations of the Soft FX algorithm** and the client's expressed needs.

Textures

pHormulis features **four distinct textures** designed to accommodate different skin types and characteristics, while also considering seasonal changes. The **light serum** is suitable for all skin types, while the **gel cream** is perfect for combination and oily skin. The **light cream** works well for normal to dry skin, especially during warmer months, and the **rich cream** provides intense nourishment for drier skin or as an overnight skin treatment.



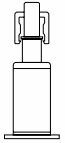
Fragrances

The fragrances are deeply personal, adapting to individual preferences and evolving with the seasons. For this reason, pHormulis customizes the skincare experience by delivering the **choice of six natural and delicate olfactory notes**, designed to envelop the skin in a unique sensory experience. For those with sensitive skin or who prefer a neutral scent, there is also the option to use products without added fragrance.

**A few minutes, more than 2,000 combinations, in a single system.
No warehouse, no waste.**

pHormulis Labò combines active ingredients and textures to formulate on the spot **serums, day and night creams, and eye contours** tailor-made for each client.

Actives



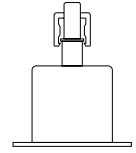
Pure active ingredients

<p>Retinol 0.2%</p> <p>Reduces wrinkles and shrinks enlarged pores, improves skin consistency and density and fights excess sebum. Contains 0.2% retinol which penetrates deeply and is converted into retinoic acid, made bioavailable by a light emollient derived from coconut oil.</p>	<p>Retinol 0.05%</p> <p>Improves skin brightness and elasticity. Contains 0.05% retinol, which penetrates gradually and is made bioavailable by a light emollient derived from coconut oil.</p>	<p>Hyaluronic Acid and anti-aging peptides</p> <p>For skin with the first signs of age. Stimulates regeneration, slows aging and prevents wrinkles thanks to peptides and multi-molecular weight hyaluronic acid.</p>	
<p>Vitamin C</p> <p>Lightens and evens out the complexion, firming the skin and protecting it from aging, UVA rays and external agents thanks to 2% lipophilic vitamin C (tetrahexyldecyl ascorbate).</p>	<p>Niacinamide</p> <p>Regulates sebum, strengthens the skin barrier, soothes irritations. Evens out complexion, reduces spots and stimulates collagen. Contains 4% niacinamide (vitamin B3). Ideal for sensitive and acne-prone skin.</p>	<p>Collagen</p> <p>Plumps and smooths the skin, reducing fine lines. Strengthens the skin structure and improves elasticity and firmness. Contains hydrolyzed marine collagen (type I and III), highly bioavailable.</p>	<p>Coenzyme Q10</p> <p>Reduces wrinkles and strengthens the skin barrier. Antioxidant action that protects against photo-induced damage and external agents, counteracting premature aging. Contains ubiquinone (coenzyme Q10 > 0.2%).</p>

Blends of active ingredients

<p>Anti-aging</p> <p>Immediate anti-aging effect: smooths wrinkles and prevents their formation, protecting the skin. Contains carob extracts, red algae, and boron nitride for a smoothed finish.</p>	<p>Skin Radiance</p> <p>An energy boost that revitalizes and brightens the complexion, making the skin soft and smooth. Contains prickly capper, black mulberry, rhodiola rosea, and green tea.</p>	<p>Soothing and Moisturizing</p> <p>Moisturizes and soothes inflamed and dry skin thanks to a pool of moisturizing sugars and Italian helichrysum.</p>
<p>Skin Renew</p> <p>For dry, damaged skin with scars. Creates a barrier against physical and chemical aggressions and improves hydration. Contains provitamin B5 (panthenol).</p>	<p>Even Tone / Redness</p> <p>Reduces inflammation and redness. Improves brightness and evens out skin tone. Contains Mexican mint anise which reduces redness and propanediol, a vegetable sourced humectant.</p>	<p>Eye Contour</p> <p>Firms and smooths the eye contour, reducing wrinkles and drooping eyelids for a fresh and rested look. Contains Darutoside extracted from Siegesbeckia orientalis, and Albizia bark extract.</p>

Textures



Serum

Oil-free water-based gel, rich in propanediol, a humectant derived from the fermentation of vegetable sugars. Suitable for all skin types.

Gentle cream

Packed with nourishing and moisturizing agents, revitalizes the skin, restoring its elasticity. Contains jojoba oil, shea butter, and vitamin E. Suitable for normal and dry skin.

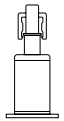
Gel cream

The freshness of a gel and the comfort of a cream. Moisturizes in a balanced way with a non-greasy, dry finish. Contains texturizing polymers, caprylyl glycol, and vitamin E. Suitable for all skin types, ideal for combination and oily skin.

Rich cream

Nourishes and preserves the skin's natural hydration. With shea butter, apricot kernel oil, olive oil emulsifiers, and vitamin E. Ideal for dry skin or as an over-night treatment.

Fragrances



Each product can be formulated with its own distinctive olfactory note, making the application experience even more unique and personalized. The available fragrances, natural and delicate, are:

Fig of Provence

Warm and fruity, with hints of vanilla.

Egyptian Jasmine

Sweet notes of rose and jasmine.

Peony Petals

Fresh and floral, with notes of rose and musk.

Monoï

Sweet floral notes balanced by fresh citrus aromas.

Iris Powder

Floral and talc-like aromas of bergamot, star anise, and vanilla.

White Lotus

Fresh green notes of lotus and cut grass.

Each capsule features a QR code that contains the ingredient list and communicates with the pHormulis Labò interface for blending.



Fresh skincare

Fresh pHormulis skincare contains **minimal amounts of preservatives and stabilizing agents**. The active ingredients come into contact with water only at the time of mixing, which limits their interaction and helps preserve maximum effectiveness.

The formulations are prepared fresh and should be consumed within two months to ensure that the active ingredients maintain their full potential.



Quality and safety

pHormulis features active ingredients that are blended directly within the bottle, **ensuring their potential remains intact** until they are applied to the skin. The use of airless bottles **helps preserve the products** and prevents contamination.

Upon activation, the pHormulis Labò initiates a comprehensive internal cleaning cycle. Additionally, a disinfection procedure is conducted on a weekly basis.

All **active ingredients are utilized in their most bioavailable form**, facilitating **enhanced skin absorption** and **maximizing effectiveness**. pHormulis products are free from PEGs, silicones, petroleum derivatives, and phenoxyethanol. The natural oils used are **organic and cold-pressed**, preserving their active ingredients.

pHormulis products are not galenic preparations.



Every client is unique and deserves personalized skincare

Soft FX is a powerful, skin mapping tool that provides a comprehensive analysis of key skin parameters.

The **Soft FX AI algorithm** translates these measurements into targeted product recommendations, enabling the creation of fully personalized serums, day and night creams, and eye contours.

pHormulis Labò is the skincare laboratory that enhances your business by transforming it into an advanced formulation center.





Each bespoke product created with pHormulis Labò is accompanied by a personalized label featuring the business name and logo, the client's name, and a complete ingredient list.




Transform your expertise into a unique product that fears no competition

With pHormulis Labò, your professional consultation transforms into an exclusive formula that arises from the **synergy of your experience, advanced technology,** and the premium **quality of pHormulis active ingredients.**

Each formulation created with pHormulis Labò is not a mass-produced product; it is a **unique formulation that cannot be found elsewhere.** It stands apart from competitors and online comparisons, as you are the sole possessor of its formula.

Your expertise is the essential component in every bottle.



Bloom & Remedy

Carlotta

Rich Cream


Immediate anti-aging effect


Soothing & Moisturising


Peony Petals

Ingredients: Aqua, Glycerin, Butyrospermum parkii butter, Cetearyl alcohol, Cetearyl olivate, Glyceryl stearate, Prunus armeniaca kernel oil, Sorbitan olivate, Dicaprylyl carbonate, Xylitylglucoside, Boron nitride, Anhydroxylitol, Parfum, Caprylyl glycol, 1,2-Hexanediol, Caesalpinia spinosa fruit extract, Xylitol, Sucrose laurate, Hydrogenated starch hydrolysate, Glucose, Kappaphycus alvarezii extract, Sucrose dilaurate, Tocopherol, Helianthus annuus seed oil, Tropolone, Sucrose trilaurate, Helichrysum italicum extract, Linalool, Geraniol, Citronellol, Benzyl alcohol

Raccolta differenziata








06/04/2026

Lotto : FA4415664318-20260206





The new science
of personalization,
in your hands

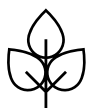


Technical specifications

To consult the instrument's technical data sheets, frame the QR code with your smartphone and download it from our website.



Choose Callegari technology



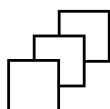
eco-friendly



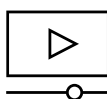
rapid



reliable



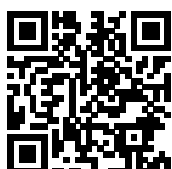
versatile



guided



profitable



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