



## OFFICIAL STATEMENT FOR CUSTOMERS

Akott Evolution srl is delighted to announce that  
from January 1<sup>st</sup> 2023 Ascot is the  
official distributor of Akott's products range in UK.

Ascot will promote and sell all the entire portfolio  
providing you all the technical and marketing support.

We remain at your disposal for any enquires  
and needs and looking forward to establish a fruitful cooperation

Best Regards  
Annaclaudia Ottavi  
President & Ceo  
Akott Group



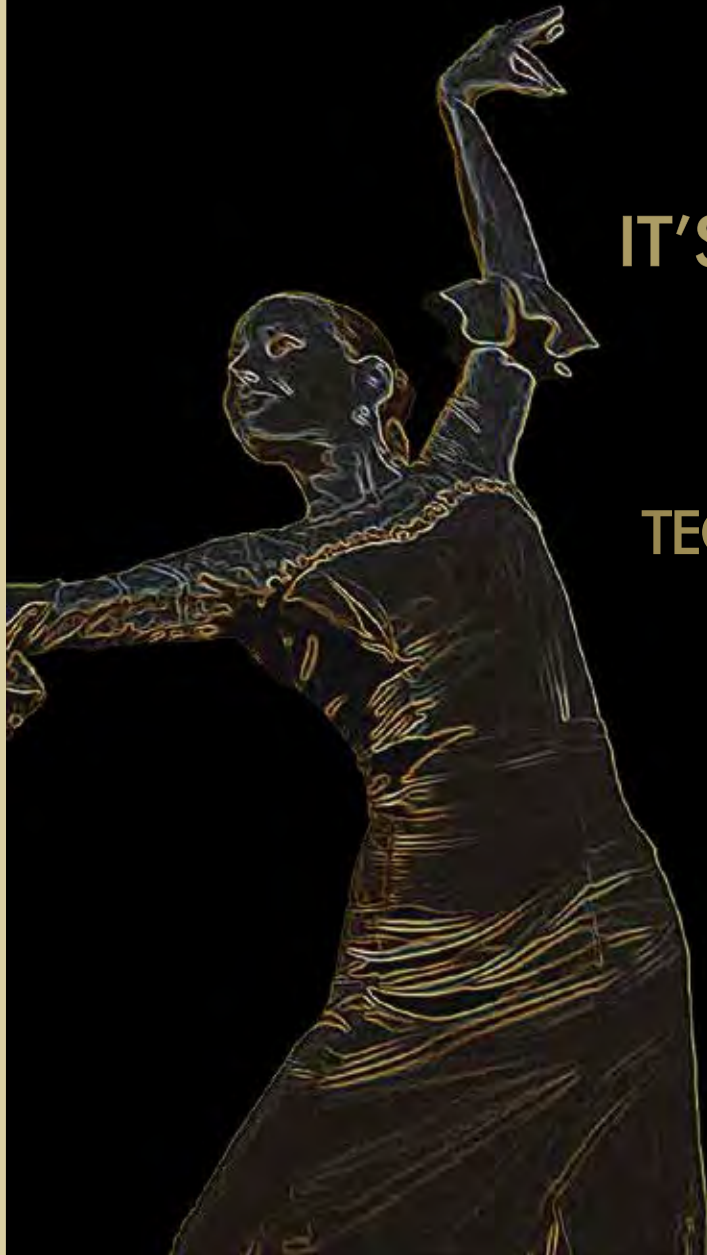
**AKOTT** AS AN INSPIRED CHOREOGRAPHER  
MAKES **MOLECULES** DANCE  
IN PERFECT SYNTONY

# BRAND IDENTITY

**DANCE&CHEMISTRY™**

*"Dance is the mother of all Arts  
as Chemistry is the mother of all Sciences"*

**Art**  
**DANCE&CHEMISTRY™**  
**Science**



**IT'S THE BRAND IDENTITY**

**of Akott Philosophy  
TECHNOLOGY & MARKETING**

inspired by  
**DANCING  
MOLECULES**

**AKOTT UNIQUE BRANDING**

The world's most **ORIGINAL** and **VALUABLE** Marketing Strategy  
focus on **EMOTIONS AND PASSION**

# PRODUCT BRANDING

AkottBrandConcepts™

**DANCE&CHEMISTRY™**

INSPIRES

a unique trend of *ACTIVESWITHaSOUL™*

featured by AkottBrandConcepts™

merging the wisdom of **SCIENCE** and the creativity of **ART**

*ACTIVESWITHaSOUL™*

featured by

AkottBrandConcepts™

**A**NCIENT VALUES™



**B**EAUTY TASTY™



*Italine*™  
LINE

**G**ELL REBIRTH™



*AKOSKY*™  
LINE

**AKOTT STORYTELLING MARKETING**

The **ADDED-VALUE** for **COMPETITIVE ADVANTAGE**

that **MAKES THE DIFFERENCE!**



# AKOACTIVE™ LINE

*SkinArtHistory™ Akott Brand Concept:*














**BOTANICAL ACTIVES**  
with rediscovered Ancient Values  
from the fascinating world's Ancient History











*Ancient Beauty recipes  
for modern Technology*



| AKOACTIVE <sup>TM</sup><br>LINE   | PRODUCT   | INCI NAME  | SOURCING  | MECHANISM<br>OF ACTION  | EFFICACY  | P <sup>(*)</sup>                            | S <sup>(*)</sup> | U <sup>(*)</sup> | R <sup>(*)</sup>   |
|---|---|--|---|---|---|---|------------------|------------------|--|
| <b>ROMAN<br/>EMPIRE</b><br>                         | <b>AKOACTIVE<br/>ROMAE BG</b>   | Butylene Glycol,<br>Aqua (Water),<br>Mel (Honey),<br>Iris Florentina<br>Root Extract,<br>Myrtus Communis<br>Extract,<br>Laurus Nobilis<br>Leaf Extract | Iris Roots,<br>Myrtle and<br>Bay Laurel Leaves<br>macerated<br>in Honey | It promotes<br>skin healing processes,<br>it improves<br>skin elasticity,<br>smoothness and<br>hydration.           | <b>ANTI-WRINKLE</b><br><br><b>TESTS:</b><br>in vivo<br>consumer                     | Potassium<br>Sorbate,<br>Sodium<br>Benzoate | Water<br>Soluble | 3%               | EU<br>USA<br>China<br>Japan<br><br><br>*Glycerin<br>Version |
|   | <b>AKOACTIVE<br/>ROMAE GL</b>   | Glycerin,<br>Aqua (Water),<br>Mel (Honey),<br>Iris Florentina<br>Root Extract,<br>Myrtus Communis<br>Extract,<br>Laurus Nobilis<br>Leaf Extract        |   |   |   |   |                  |                  |  |
| <b>ANCIENT<br/>CHINA</b><br>                       | <b>AKOACTIVE<br/>DRAGON</b>   | Caprylic/Capric<br>Triglyceride,<br>4-Butylresorcinol,<br>Paeonia Officinalis<br>Flower Extract,<br>Glycereth-6<br>Tricocoate                          | Peony Petals  | It reduces<br>melanin production<br>and soothes<br>the skin.  | <b>SKIN<br/>BRIGHTENING</b><br><br><b>TESTS:</b><br>in vitro<br>in vivo<br>consumer | Free  | Oil<br>Soluble   | 1%               | EU<br>USA<br>China*<br>Japan*<br><br>                      |
|   | <b>AKOACTIVE<br/>DRAGON AS</b>  | *Caprylic/Capric<br>Triglyceride,<br>4-Butylresorcinol,<br>Paeonia Officinalis<br>Flower Extract,<br>PEG-7 Glyceryl<br>Cocoate                         |   |   |   |   |                  |                  |  |
| <b>ANCIENT<br/>THAILAND</b><br>                   | <b>AKOACTIVE<br/>GARUDA</b>   | Caprylic/Capric<br>Triglyceride,<br>Orchid Extract,<br>Magnolia<br>Officinalis<br>Bark Extract   | Fresh<br>Orchid Flower<br>and<br>Magnolia Bark                          | It stimulates<br>skin elasticity<br>and firmness reducing<br>skin roughness,<br>sagging and wrinkles<br>appearance. | <b>SKIN LIFTING</b><br><br><b>TESTS:</b><br>in vivo<br>consumer                     | Free  | Oil<br>Soluble   | 1%               | EU<br>USA<br>China<br>Japan<br><br>                       |
| <b>ANCIENT<br/>EGYPT</b><br><b>"NESULINE"</b><br> | <b>AKOACTIVE<br/>NILE LILY</b><br> | Caprylic/Capric<br>Triglyceride,<br>Zantedeschia<br>Elliottiana<br>Flower Extract,<br>Bakuchiol  | Fresh<br>Yellow Calla Flower  | It rebalances<br>sebum production<br>and has<br>anti-microbial activity.  | <b>SEBUM<br/>REGULATION</b><br><br><b>TESTS:</b><br>in vitro<br>in vivo<br>consumer | Free  | Oil<br>Soluble   | 3%               | EU<br>USA<br>Japan<br><br>                                |
|   | <b>AKOACTIVE<br/>HORUS</b><br>     | Caprylic/Capric<br>Triglyceride,<br>Nigella Sativa<br>Seed Extract,<br>Moringa Oleifera<br>Seed Oil  | Nigella Sativa Seeds<br>and<br>Virgin Moringa Oil                       | It soothes<br>the skin<br>and has<br>antioxidant activity.  | <b>ANTI-OXIDANT</b><br><br><b>TESTS:</b><br>in vitro<br>in vivo<br>consumer         | Tocopherol                                  | Oil<br>Soluble   | 2-10%            | EU<br>USA<br>China<br>Japan<br><br>                       |

(\*) P = Preservative / S = Solubility / U = Use level / R = Regulatory

| AKOACTIVE™<br>LINE   | PRODUCT                    | INCI NAME  | SOURCING                                      | MECHANISM<br>OF ACTION   | EFFICACY  | P <sup>(*)</sup>                            | S <sup>(*)</sup> | U <sup>(*)</sup> | R <sup>(*)</sup>   |
|--|----------------------------|--|---|--|---|---|------------------|------------------|--|
| <b>ANCIENT<br/>ENGLAND</b><br>                                 | <b>AKOACTIVE<br/>QUEEN</b> | Glycerin,<br>Aqua (Water),<br>Rosa Gallica<br>Flower Extract   | Rose Petals                                   | It protects<br>and hydrates<br>the skin.   | <b>SKIN HYDRATION</b><br><br><b>TESTS:</b><br>in vivo<br>consumer                                 | Potassium<br>Sorbate,<br>Sodium<br>Benzoate | Water<br>Soluble | 1%               | EU<br>USA<br>China<br>Japan<br><br>   |
| <b>ANCIENT<br/>WELLNESS</b><br><b>"AKOWELL<br/>LINE"</b><br> | <b>AKOWELL<br/>FRESH</b>   | Propanediol,<br>Aqua (Water),<br>Commiphora<br>Myrrha Resin<br>Extract,<br>Usnea Barbata<br>(Lichen) Extract | Myrrh Resin<br>and<br>Usnea Barbata<br>Lichen | It has<br>a strong antibacterial<br>and<br>astringent action.  | <b>ANTI-ODOR</b><br><br><b>TESTS:</b><br>in vitro<br>in vivo<br>consumer                          | Free  | Water<br>Soluble | 2%               | EU<br>USA<br>China<br>Japan<br><br>  |
|  | <b>AKOWELL<br/>ENERGY</b>  | Propanediol,<br>Aqua (Water),<br>Beta Vulgaris (Beet)<br>Root Extract,<br>Ginkgo Biloba<br>Leaf Extract      | Beetroot and<br>Leaves of<br>Ginkgo Biloba    | It detoxifies,<br>protects and stimulates<br>the skin cells.   | <b>OXIGENATING,<br/>TONING</b><br><br><b>TESTS:</b><br>in vitro                                   | Free  | Water<br>Soluble | 2%               | EU<br>USA<br>China<br>Japan<br><br> |
|  | <b>AKOWELL<br/>SUN</b>     | Propanediol,<br>Aqua (Water),<br>Althaea Officinalis<br>Root Extract,<br>Equisetum Arvense<br>Leaf Extract   | Marshmallow Roots<br>and<br>Horsetail Leaves  | It inhibits<br>Hyaluronidase activity<br>preserving<br>skin hydration<br>and improve<br>skin barrier function<br>thus providing<br>reddening protection. | <b>UV-RAYS DAMAGES<br/>PREVENTION</b><br><br><b>TESTS:</b><br>in vitro<br>in vivo                 | Free  | Water<br>Soluble | 2%               | EU<br>USA<br>China<br>Japan<br><br> |
| <b>INCAS<br/>EMPIRE</b><br>                                  | <b>AKOACTIVE<br/>INTI</b>  | Propanediol,<br>Aqua (Water),<br>Maytenus<br>Macrocarpa<br>Bark Extract                                      | Chuchuhuasi<br>Tree Bark                      | It relieves<br>irritated skin.   | <b>SKIN SOOTHED<br/>ON MECHANICAL<br/>IRRITATIONS</b><br><br><b>TESTS:</b><br>in vivo<br>consumer | Free  | Water<br>Soluble | 3%               | EU<br>USA<br><br>                   |

(\*) P = Preservative / S = Solubility / U = Use level / R = Regulatory

**SkinArtFood™** Akott Brand Concept:

**B**EAUTYTASTY™

**SUSTAINABLE ACTIVES**  
from upcycling *Italian Food* by-products  
for healthy Mediterranean Skin Diet







































**Italian Tasty Food into Beauty**  
**inside Out outside In**  
**for Healthy Skin**



BEAUTYTASTY™



| ITALINE™<br>LINE  | PRODUCT      | INCI NAME  | SOURCING  | MECHANISM<br>OF ACTION  | EFFICACY  | P <sup>(*)</sup>                            | S <sup>(*)</sup> | U <sup>(*)</sup> | R <sup>(*)</sup>   |
|---|--------------|--|---|---|---|---|------------------|------------------|--|
| <b>NAPLES<br/>TASTY</b><br>                   | ITALINE A    | Glycerin,<br>Aqua (Water),<br>Pyrus Malus<br>(Apple)<br>Fruit Extract  | Italian<br>Annurca Apple<br>Concentrate   | It protects<br>the skin from<br>oxidative stress,<br>reducing dark circles<br>and eye puffiness.                | <b>ANTI-FATIGUE,<br/>DARK CIRCLES<br/>AND PUFFINESS<br/>REDUCTION</b><br><br><b>TESTS:</b><br><i>in vitro</i><br><i>in vivo</i><br>consumer | Free  | Water<br>Soluble | 2%               | EU<br>USA<br>China<br>Japan<br><br><br><br><br>           |
| <b>CILENTO<br/>TASTY</b><br>                  | ITALINE B    | Glycerin,<br>Aqua (Water),<br>Vaccinium<br>Corymbosum<br>(Blueberry)<br>Fruit Extract                                  | Blueberry<br>Skin Concentrate<br>from<br>Blueberry Juice<br>industry by-products                                  | It blocks<br>blue light induced<br>skin oxidation<br>and enhances<br>the skin radiance.                         | <b>BLUE LIGHT<br/>PROTECTION,<br/>SKIN RADIANCE</b><br><br><b>TESTS:</b><br><i>in vitro</i><br><i>ex vivo</i><br><i>in vivo</i><br>consumer | Potassium<br>Sorbate,<br>Sodium<br>Benzoate | Water<br>Soluble | 1-2%             | EU<br>USA<br>China*<br>Japan<br><br><br><br><br>          |
|   | ITALINE B AS | *Glycerin,<br>Aqua (Water),<br>Vaccinium<br>Myrtillus<br>Fruit Extract   |   |   |   |   |                  |                  |  |
| <b>ROMAN<br/>COAST<br/>TASTY</b><br>         | ITALINE C    | Glycerin,<br>Aqua (Water),<br>Cynara Scolymus<br>(Artichoke)<br>Leaf Extract   | Artichoke<br>Stem Concentrate<br>from<br>Food industry<br>by-products   | It protects<br>structural skin proteins<br>from<br>glycation improving<br>skin elasticity and<br>skin firmness. | <b>ANTI-GLYCATION<br/>SKIN PROTECTION</b><br><br><b>TESTS:</b><br><i>in vitro</i><br><i>in vivo</i>   | Potassium<br>Sorbate,<br>Sodium<br>Benzoate | Water<br>Soluble | 2%               | EU<br>USA<br>China<br>Japan<br><br><br><br><br>      |
| <b>BASSANO<br/>DEL GRAPPA<br/>TASTY</b><br> | ITALINE G    | Caprylic/Capric<br>Triglyceride,<br>Coffea Arabica<br>(Coffee) Seed Oil,<br>Vitis Vinifera<br>(Grape)<br>Fruit Extract | Italian Red Grape<br>Skin Macerate<br>from<br>Wine industry<br>by-products<br>and cold-pressed<br>Coffee Seed Oil | It stimulates<br>skin regeneration<br>improving<br>skin firmness<br>and reduction<br>of cellulite.              | <b>SKIN FIRMNESS,<br/>REDUCTION<br/>OF CELLULITE</b><br><br><b>TESTS:</b><br><i>in vitro</i><br><i>in vivo</i><br>consumer                  | Free  | Oil<br>Soluble   | 2%               | EU<br>USA<br>China<br>Japan<br><br><br><br><br> |
| <b>UMBRIA<br/>TASTY</b><br>                 | ITALINE O    | Glycerin,<br>Olea Europaea<br>(Olive) Fruit Water,<br>Olea Europaea<br>(Olive) Fruit Extract                           | Olive<br>Pomace Concentrate<br>and Olive<br>Vegetation Water<br>from<br>Food industry<br>by-products              | It protects<br>skin cells from<br>environmental<br>pollution damage.  | <b>ANTI-POLLUTION<br/>SKIN PROTECTION</b><br><br><b>TESTS:</b><br><i>in vitro</i><br><i>in vivo</i><br>consumer                             | Potassium<br>Sorbate,<br>Sodium<br>Benzoate | Water<br>Soluble | 2%               | EU<br>USA<br>China<br>Japan<br><br><br><br><br> |
| <b>APULIA<br/>TASTY</b><br>                 | ITALINE T    | Solanum<br>Lycopersicum<br>(Tomato)<br>Seed Oil  | Cold-pressed Tomato<br>Seed Oil<br>from<br>Food industry<br>by-products   | It stimulates<br>skin protection.   | <b>ANTI-OXIDANT<br/>PROTECTION</b><br><br><b>TESTS:</b><br><i>in vitro</i>  | Free  | Oil<br>Soluble   | 2%               | EU<br>USA<br>China<br>Japan<br><br><br><br><br> |

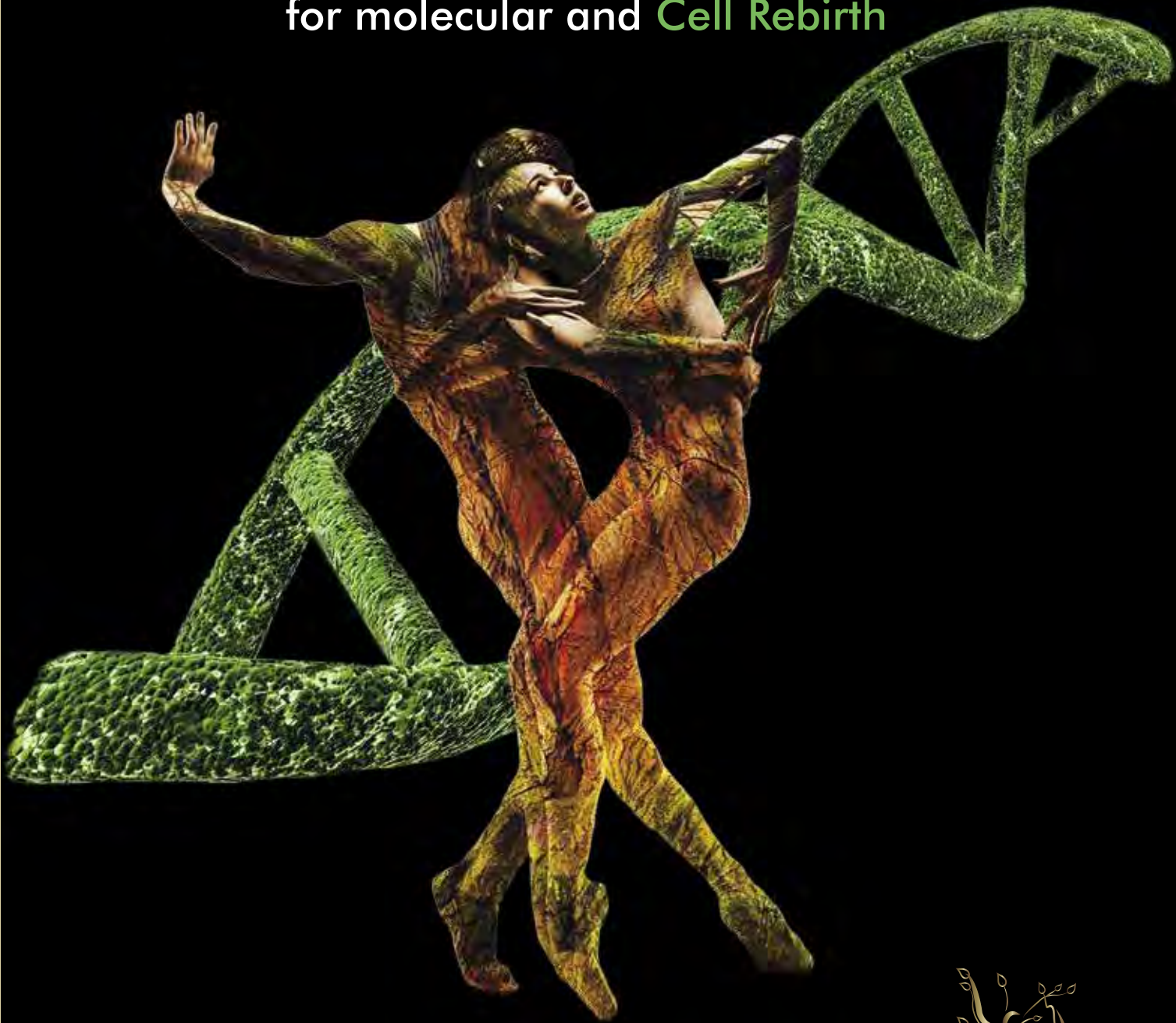
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# AKOSKY™ LINE

*SkinArtNature™ Akott Brand Concept:*

**CELLREBIRTH™**


























**HIGH TECH GREEN ACTIVES**  
from proprietary Biotechnology  
for molecular and **Cell Rebirth**



*From Dancing Molecules  
the kinetic movement of Nature  
for regeneration and tissue repair*



**CELLREBIRTH™**

| AKOSKY <sup>TM</sup><br>LINE  | PRODUCT                   | INCI NAME  | SOURCING  | MECHANISM<br>OF ACTION  | EFFICACY  | P <sup>(*)</sup>                            | S <sup>(*)</sup> | U <sup>(*)</sup> | R <sup>(*)</sup>  |
|---|---------------------------|--|---|---|---|---|------------------|------------------|---|
| <b>AKOSKY<br/>APIUM</b><br>         | <b>APIUM</b>              | Glycerin,<br>Aqua (Water),<br>Apium Graveolens<br>(Celery)<br>Callus Extract   | Celery<br>Stem Cells<br>Concentrate                         | It stimulates<br>skin ability<br>to regenerate<br>reducing<br>both wrinkles and<br>stretch marks<br>appearance.   | <b>ANTI-WRINKLE<br/>SKIN REDENSIFIER</b><br><br><b>TESTS:</b><br>in vitro; in vivo;<br>consumer<br><br><b>ANTI<br/>STRETCH MARKS</b><br><br><b>TESTS:</b><br>in vitro; in vivo;<br>consumer                   | Free  | Water<br>Soluble | 2%               | EU<br>USA<br>China*<br>Japan*<br><br><br><br><br>         |
|   | <b>APIUM AS</b>           | *Glycerin,<br>Aqua (Water),<br>Apium Graveolens<br>(Celery) Extract  |   |   |   |   |                  |                  |   |
| <b>AKOSKY<br/>AZUKI</b><br>         | <b>AZUKI</b>              | Glycerin,<br>Aqua (Water),<br>(Trifolium Pratense<br>(Clover)/<br>Vigna Radiata)<br>Sprout Extract   | Fresh<br>Mung Bean and<br>Red Clover Sprouts<br>Concentrate | It re-balances<br>hair/eyelash<br>follicle cycling<br>reducing<br>hair loss<br>and improving<br>eyelash<br>length and density.  | <b>HAIR GROWTH</b><br><br><b>TESTS:</b><br>in vitro; in vivo;<br>consumer<br><br><b>LONGER AND<br/>DENSER<br/>EYELASHES</b><br><br><b>TESTS:</b><br>in vitro; in vivo;<br>consumer                            | Potassium<br>Sorbate,<br>Sodium<br>Benzoate | Water<br>Soluble | 1%               | EU<br>USA<br>China*<br>Japan*<br><br><br><br><br>         |
|   | <b>AZUKI AS</b>           | *Glycerin,<br>Aqua (Water),<br>Trifolium Pratense<br>(Clover) Extract,<br>Vigna Radiata<br>Seed Extract  |   |   |   |   |                  |                  |   |
| <b>AKOSKY<br/>KISS</b><br>         | <b>KISS</b>               | Caprylic/<br>Capric Triglyceride,<br>Trigonella<br>Foenum-Graecum<br>Seed Extract  | Fresh<br>Fenugreek Sprouts                                  | It promotes<br>adipocytes differentiation<br>and<br>Adiponectin secretion<br>enhancing lip volume<br>and<br>lip contour definition,<br>reducing wrinkles and<br>reshaping the V-face<br>with volume<br>re-distribution. | <b>LIP VOLUMIZER,<br/>ANTI-"BARCODE"</b><br><br><b>TESTS:</b><br>in vitro; in vivo;<br>consumer<br><br><b>V-FACE RESHAPE<br/>AND<br/>ANTI-WRINKLES</b><br><br><b>TESTS:</b><br>in vitro; in vivo;<br>consumer | Free  | Oil<br>Soluble   | 2%               | EU<br>USA<br>China<br>Japan<br><br><br><br><br>      |
| <b>AKOSKY<br/>VANITY</b><br>      | <b>VANITY</b>             | Glycerin,<br>Aqua (Water),<br>Nannochloropsis<br>Granulata Extract   | Microalgae<br>Concentrate                                   | It stimulates<br>ECM<br>structural proteins<br>production<br>improving<br>skin elasticity and<br>fading wrinkles away.  | <b>SKIN ELASTICITY</b><br><br><b>TESTS:</b><br>in vitro<br>in vivo<br>consumer  | Potassium<br>Sorbate,<br>Sodium<br>Benzoate | Water<br>Soluble | 2%               | EU<br>USA<br>China*<br>Japan*<br><br><br><br><br> |
|   | <b>VANITY AS</b>          | *Glycerin,<br>Aqua (Water),<br>Plankton Extract  |   |   |   |   |                  |                  |   |
| <b>AKOSKY<br/>PINK BEAUTY</b><br> | <b>PINK<br/>BEAUTY</b>    | Aqua (Water),<br>Caprylic/<br>Capric Triglyceride,<br>Glycerin, Lecithin,<br>Raphanus sativus<br>(Radish)<br>Sprout Extract,<br>Caprylyl/Capryl<br>Glucoside,<br>Leuconostoc/<br>Radish Root<br>Ferment Filtrate,<br>Xanthan Gum | Fresh<br>Rose Radish Sprouts                                | It protects<br>skin DNA<br>from sunlight<br>damage and<br>stimulates<br>DNA self-repair<br>processes through<br>epigenetic<br>mechanisms.   | <b>ANTI-REDNESS,<br/>REPAIRS<br/>DAMAGED SKIN</b><br><br><b>TESTS:</b><br>in vitro<br>in vivo   | Free  | Water<br>Soluble | 1%               | EU<br>USA<br>China*<br>Japan*<br><br><br><br><br> |
|   | <b>PINK<br/>BEAUTY AS</b> | *Aqua (Water),<br>Caprylic/<br>Capric Triglyceride,<br>Glycerin, Lecithin,<br>Raphanus sativus<br>(Radish)<br>Sprout Extract,<br>Caprylyl/<br>Capryl Glucoside,<br>Leuconostoc/Radish<br>Root Ferment Filtrate,<br>Xanthan Gum   |   |   |   |   |                  |                  |   |

# Certifications



# Applications

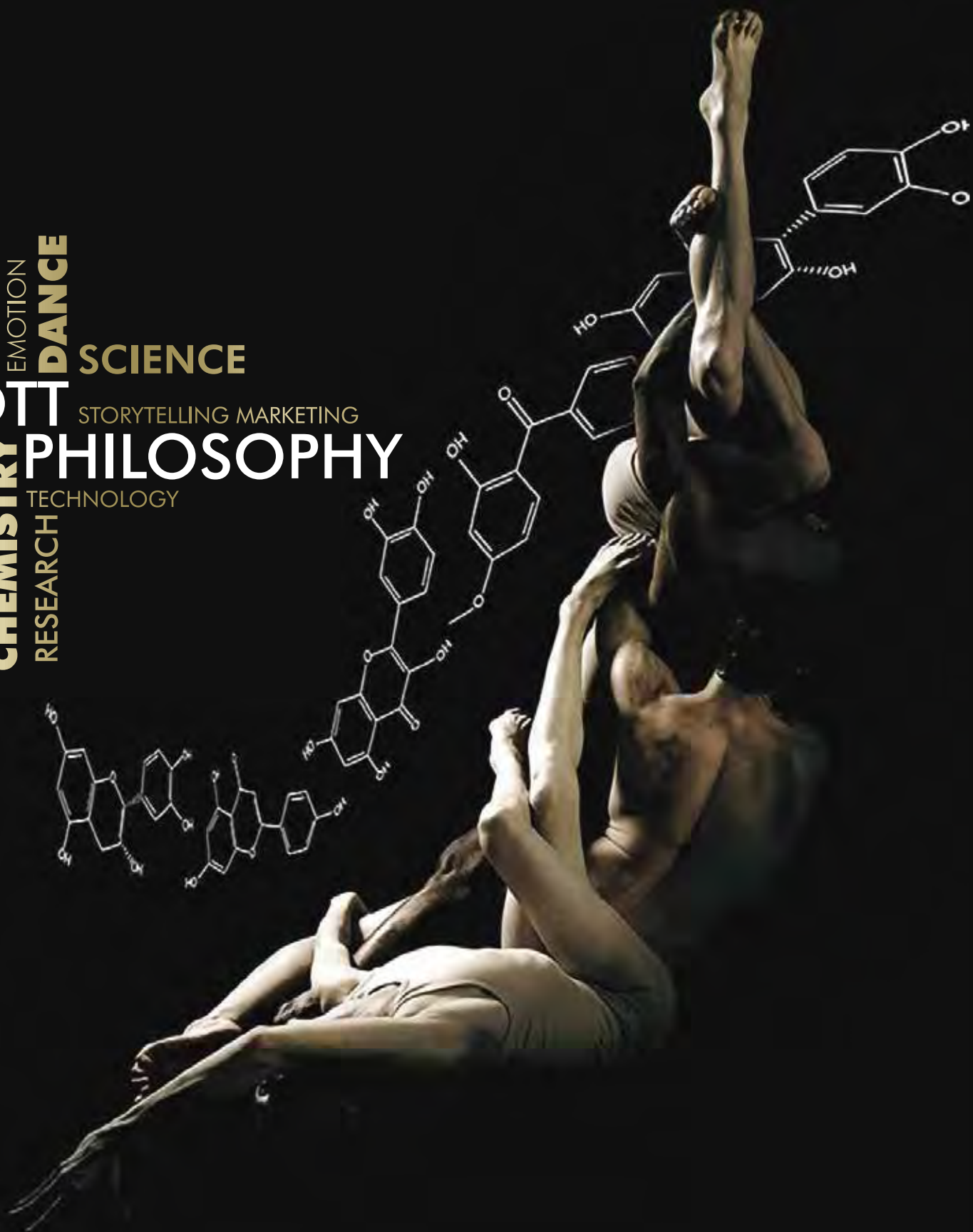
| PRODUCT         |                     | BODY CARE | COLOR COSMETIC | EYE CONTOUR | FACE CARE | HAIR CARE | SUN CARE |
|-----------------|---------------------|-----------|----------------|-------------|-----------|-----------|----------|
| AKOACTIVE™ LINE | Akoactive ROMAE     |           |                |             |           |           |          |
|                 | Akoactive DRAGON    |           |                |             |           |           |          |
|                 | Akoactive GARUDA    |           |                |             |           |           |          |
|                 | Akoactive NILE LILY |           |                |             |           |           |          |
|                 | Akoactive HORUS     |           |                |             |           |           |          |
|                 | Akoactive QUEEN     |           |                |             |           |           |          |
|                 | Akowell FRESH       |           |                |             |           |           |          |
|                 | Akowell ENERGY      |           |                |             |           |           |          |
|                 | Akowell SUN         |           |                |             |           |           |          |
|                 | Akoactive INTI      |           |                |             |           |           |          |
| ITALINE™ LINE   | Italine A           |           |                |             |           |           |          |
|                 | Italine B           |           |                |             |           |           |          |
|                 | Italine C           |           |                |             |           |           |          |
|                 | Italine G           |           |                |             |           |           |          |
|                 | Italine O           |           |                |             |           |           |          |
|                 | Italine T           |           |                |             |           |           |          |
| AKOSKY™ LINE    | Akosky APIUM        |           |                |             |           |           |          |
|                 | Akosky AZUKI        |           |                |             |           |           |          |
|                 | Akosky KISS         |           |                |             |           |           |          |
|                 | Akosky VANITY       |           |                |             |           |           |          |
|                 | Akosky PINK BEAUTY  |           |                |             |           |           |          |



# Art DANCE&CHEMISTRY™ Science

— AKOTT INSPIRED BRAND IDENTITY —

CREATIVITY  
EMOTION  
DANCE  
SCIENCE  
AKOTT  
STORYTELLING MARKETING  
ART  
PHILOSOPHY  
PASSION  
CHEMISTRY  
RESEARCH  
TECHNOLOGY



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