

Translation of the supplement
TO FORBES MAGAZINE ABOUT LAVYLITES



‘I PLANT A TREE EVERY DAY’

Interview with
TIBOR JAKABOVICS

It's an elegant, amicable, genuine story. It grew out of personal involvement and became a worldwide phenomenon. It's called Lavylites. A serious burn occurred close to Tibor Jakabovics, and as a result of this, he started conducting research. The chemical engineer who was also interested in natural cures managed to develop an exceptional master essence that – it very much appears so – has to do with the optimization of cell functions, and which opened a new chapter in the preservation of the structure and youth of the human skin.

It was the year 2011. Tibor Jakabovics got off the train at one of the metropolitan railway stations carrying an IKEA bag packed with jingling, brown phials. First, with a few, then with a few hundred, not much later with thousands of phials. The reputation of this self-developed skin-rejuvenating mixture spread lightning fast. – ‘After a short while, I started to be approached by strangers to ask for some of the tincture that was based on the essence. I purchased a pile of brown glasses in the pharmacy, filled them with the tincture, and took them to the city by train. When I got back to the farm where I was doing my research at the time, the phone was ringing. It was the customer with whom I had met just a few hours before. Zealously, he said: the stocks are

already empty. I need a large number of further glasses of the tincture!’ This was how the economic chapter of the Lavylites story commenced.

HOLISTIC APPROACH

Tibor has a curious, creative mind. He is able to believe in anything that is progressive. The company he founded – Lavylites – is not only a cosmetics brand but an organization that encompasses more and more activities from year to year. Lavylites' most important product is Lavylites itself as a phenomenon. Its cosmetics brand does not specifically have any marketing activity. Instead, the good reputation of the ointments and sprays, which are based

Interview with Tibor Jakabovics



on a unique master mixture, is spread by the mouth. The fact that the preparations actually work has been corroborated by the statistics according to which 7 out of 10 customers are returning ones, which is quite unusual in the cosmetics industry. Thus, it is no wonder that – as Tibor relates it – the brand grew popular organically, by itself. 'If somebody told me such a tale, I would not believe it. There was no financial plan, and I never intended to form a company. There was an idea and an extraordinary substance that I allowed my acquaintances to try. It turned out that it was effective and attractive' – says Tibor. It must have contributed to the success story that Tibor's social environment supported his unorthodox approaches, and his holistic view helped him create something quite one-of-a-kind.

After his graduation from university, he did not join a research laboratory. Instead, he travelled across Latin America, the Middle East and the Himalaya region, immersed himself in the healing techniques of the medicine men and various natural cures. 'It feels good to find the gateway to other civilizations, and transplant these experiences into our own knowledge system' – he relates.

By the early 2000s, he could already see that one of his ideas, which was based on a special transfer process, could be implemented in a reliable and safe manner, and not just under laboratory conditions. This served as the basis of that certain essence that Tibor showed to his acquaintances, and the positive feedback eventually led to the starting of his economic activities. Lavylites was formed in 2013, and it produced the kind of turnover

increase over the past years that is not even characteristic of the largest global companies. 'As early as during the first 7 years, we sold several million units of our products. It feels odd to say this but we are one of the fastest growing cosmetics brands of the world' – he says.

The starting point of Tibor's research was a burn but his findings related to this incident can be used in other areas, too. 'We live in an environment rich in oxygen, and slowly but surely, we burn out' – says Tibor. 'As a consequence of this, with time, we experience the signs of the oxidational aging process in our body' – he explains. Where traditional cosmetics have reached their limits, the Lavylites creations start. They affect the human body in a holistic way, through several channels. One of these channels is the permeability of the skin but they exert their effects through their fragrances, color and in other ways, too. 'They help their receivers both consciously and unconsciously to unravel, both corporally and spiritually. We do not enable users to disguise their symptoms. We want them to

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feel young coming from the inside, and to emanate an air of harmony'. Our skin is our organ with the largest surface, it is a massive protective wall but also a gate. If we transfer the appropriate substances through the skin in the appropriate manner, then they reach deep enough to be able to affect our entire being. The fact that the unique composition of these products is utilized properly is

guaranteed by the very highly developed technology behind the brand, the co-operation between their researchers and their own laboratory. 'There are experts working for us in the biochemistry, molecular biology and cell biology domains. Simultaneously with the founding of the institute, we established quality rules that are so stringent that they are not even typical of the largest multinational firms. We conduct long-term impact assessments, too, which also counts as a rarity in the realm of cosmetics' – says the founder.

THE SOLUTION WAS ALREADY IN OUR HANDS

Out of the attributes of these products, their sterilizing effect stands out, which acquired added importance during the time of the epidemic. The disinfecting of the skin is a necessary evil because the disinfectants with a high alcohol content, and even the ones containing soap, damage skin cells. Tibor started thinking about a possible solution as early as in the spring of 2020, and realized that what he was looking for had already been there in the Lavylites products. 'There was reason to presume that my preparations not only fostered but sterilized the skin, too. We asked the recognized technical supervisory body TÜV to examine two of our market leading products. As a result, based on the relevant international standards, two of our preparations were certified as cosmetics with a sterilizing effect, which happened among the first such instances in the world' – says Tibor. No wonder that these products became all the more sought-after, and 2020 proved to be a year with record-level productivity for Lavylites.

The creating of the master essence dreamed up by the founder required special talent. 'The recipe and manufacturing procedure of the essence are secrets. I personally attend to this to the present day. These consist in knowledge the handing over of which is difficult and takes a long time. The essence comprises some enthralling scientific phenomena, and is made with the application of very refined technology: I implement procedures some of which are visible while some fall into the invisible range. The components support each other's effects, and offer

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Global Beauty & Wellness Awards 2020

Lavylites was awarded the largest number of grand prizes at the most prestigious competition of the cosmetics industry in the world.

a real abundance to living creatures. I call it life-essence, too, when I am in a poetic mood' – says Tibor smiling.

Lavylites continues to be very grateful to the supporting community that called it to life. 'Thank you for your confidence. I know that we deserve it since the manufacturing process, the logistics and the quality of our products are all first-class' – says Tibor. They are officially present in more than 30 countries, and soon, the 10 millionth unit is going to reach its user.

The operation of the webshop is supported by enthusiastic sales partners. At present, they have more than 30 products, in the form of either an ointment or a spray. It is a unique experience just to hold them in your hand thanks to the individual product design, which also saw daylight based on the founder's vision. The fact that these preparations are outstanding is borne out by customer feedback, the excellent test results of the internationally recognized J.S. Hamilton Institute, as well as the competition results. 'In 2020, we were entered into and thus took part in the largest global competition of cosmetics brands: the Global Beauty & Wellness Awards, here the jury is in search of the most progressive and most sustainable product.' Out of the 300 entries, they managed to come out on top and win the grand prize in the case of the fastest growth, while Lavylauricum became the most innovative and most anti-pandemic skincare cosmetics product. Moreover, they were also awarded with the special prize for the most innovative anti-aging ointment.

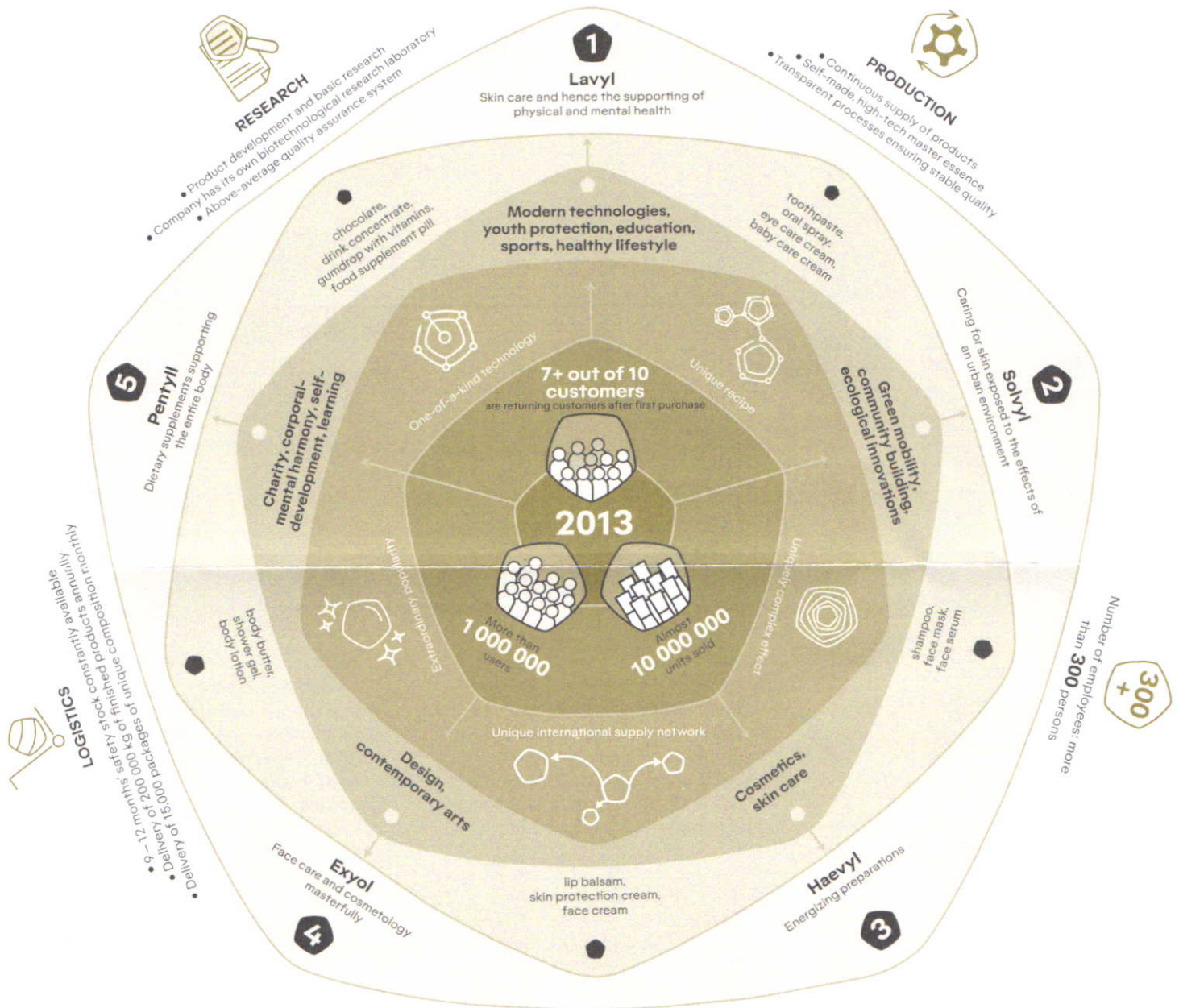
Lavylites does not only develop unique cosmetics but creates socio-environmental innovations, too, which anybody can join. 'This is my number 2 love. We cordially welcome talent, and embrace innovative projects. We support sports programs and educational institutes, and co-operate with contemporary artists and young designers. Our latest green program, GreenArk connects the issue of the heat regulation of natural waters with the replenishment of riverside and lakeside areas with trees. I have been faithful to the promise I made 100 days ago that I would plant a tree every day. The planting of a tree is a life-ritual, too. Whoever engages in this activity will become addicted to it in the best sense of the word.'

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LAVYLITES

One of the fastest growing cosmetics companies of the world

Company founded in **2013**
 Headquarters: Hungary
 Largest market: Europe



The products do NOT contain:

resin, artificial coloring, silicone, sulfate, paraben, paraffin, aluminum salts, synthetic perfume, gluten, lactose and micro-plastics. Made without animal testing and they are GMO-free.



Certification institutes:
 TÜV / People's Health Institute / J. S. Hamilton / Wessling



Amount donated since 2013:
 more than **EUR 1 million**

healthcare / education / youth protection / artistic upbringing / supporting underprivileged families / culture / mass sports

LAVYLITES

QUINTESSENCE OF LIFE

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