



IS.ME.G.SRL

A STORY  
MADE IN ITALY

FRAIS  MONDE

# HISTORY

# 5

## GENERATIONS OF PHARMACISTS

**FROM 1895  
TO 1942**

THE FIRST AND SECOND GENERATION:  
THE ANCIENT APOTHECARY

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**SINCE 1956**

THE THIRD GENERATION:  
THE PHYTOTHERAPY  
LABORATORY

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**SINCE 1982  
TO 1986**

THE FOURTH GENERATION, THE  
PRELIMINARY STUDY ON A  
SCIENTIFIC BASIS: ISMEG IS BORN

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**SINCE  
2015**

THE FIFTH GENERATION

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1895 - 1945

## 1895 - 1942 The first two generations: The ancient Apothecary

The first family apothecaries have a pharmacy in Calabria that already produces natural remedies for personal care, thanks to original formulas containing natural active ingredients.

Point of reference for the locals, they produce ad hoc solutions depending on the problems, experimenting and finding their answer in the surrounding nature.

# 1956 The third generation: the phytotherapeutic laboratory

OFAM is born (one of the first phytotherapeutic laboratories of the time).

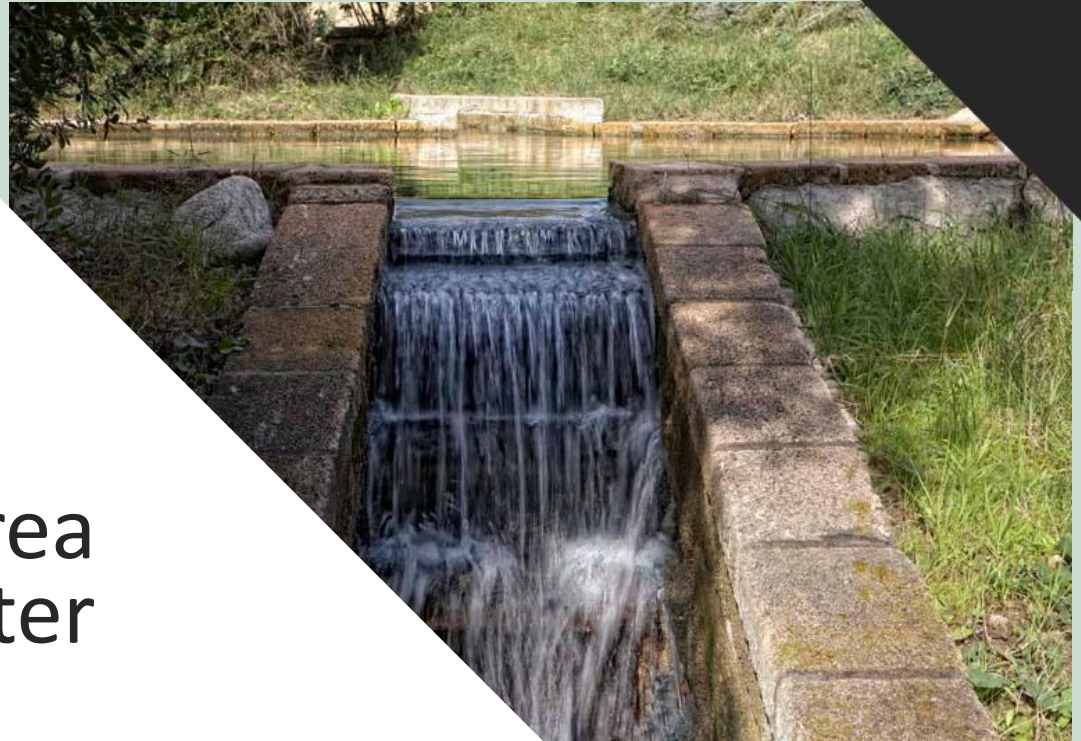
Founded by Giuseppe Gualtieri, a pharmacist who translates the family passion for nature by producing medicinal specialties and using natural products, especially local ones.

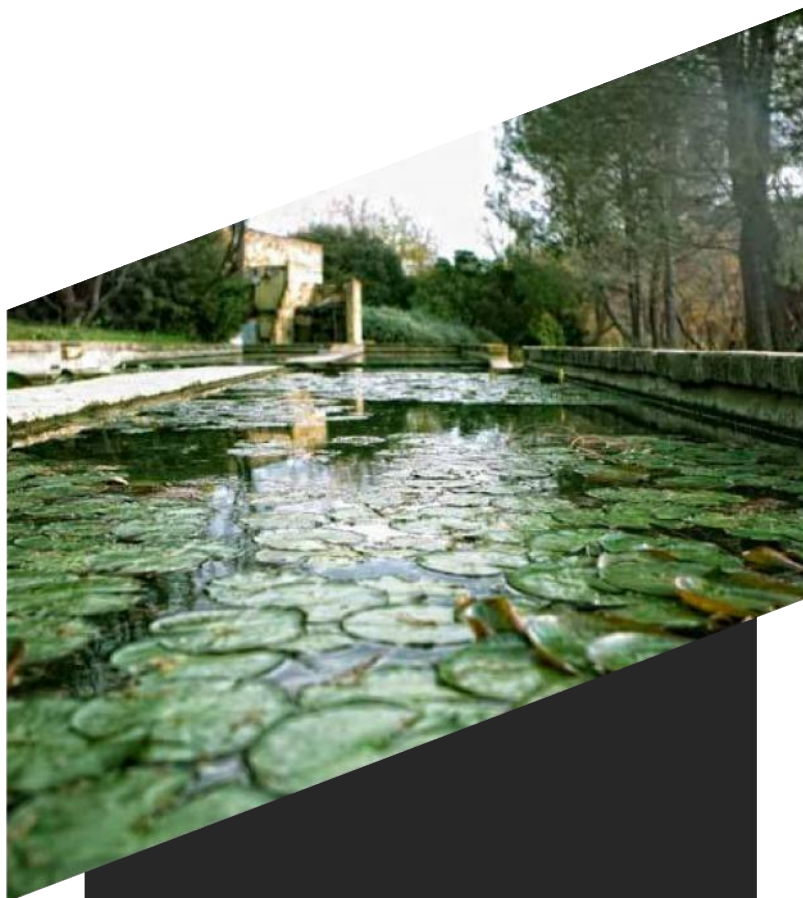
OFAM stands out for its ability to formulate innovative products and for the use of natural raw materials.



# 1976 REPOLE SPA

The Bagni di Repole area  
and its sulphurous water  
source are purchased.





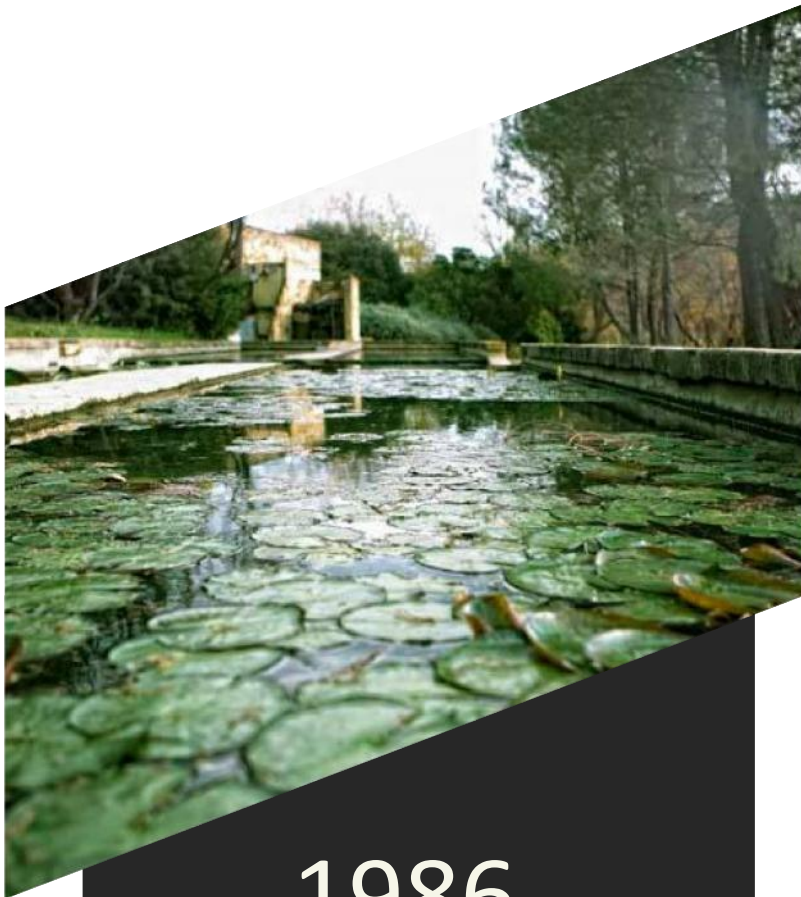
1982 - 1986

## **The Fourth Generation: preliminary study on a scientific basis**

The fourth generation, based on the beneficial effects of Repole Thermal Water, proceeds with the scientific study of the properties of water. The study is conducted and validated From the Institute of Hydrology of the UNIVERSITY OF PAVIA



UNIVERSITÀ  
DI PAVIA



1986

## ISMEG IS BORN

ISMEG was born with a very specific idea: to make use of all the experience of the family tradition with the aim of studying and producing natural thermal cosmetics using a unique and inimitable raw material which is the water of Repole.

In 1987 the FRAIS MONDE brand was born, among the first thermal cosmetics on the market.

(FRAIS MONDE an agricultural company that grows medicinal plants in collaboration with the University of Montreal in Canada)

# Company Values

Is.Me.G. maintains unchanged the characteristics of the family tradition from which it comes, passions transmitted over generations

1

PASSION FOR  
STUDY

3

2

PASSION FOR NATURE

3

RESEARCH,  
INNOVATION  
IMPROVEMENT

4

RESPECT PEOPLE  
AND THE  
ENVIRONMENT



## **MISSION**

The search for the natural remedy.  
The well-being of the consumer's skin.

## **VISION**

Natural-Bio-Thermal cosmetics aims to satisfy the needs of the most attentive and modern consumer by creating a superior quality product on a scientific basis.

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# WATER INCI

## THE COMPOSITION OF WATER

CHEMICAL ANALYSIS OF THE HYDROLOGY INSTITUTE OF THE  
UNIVERSITY OF PAVIA

OFFICIAL ANALYSIS OF  
11/02/1982

FIXED RESIDUE:

PH

SULFHYDROMETRIC GRADE

**2.225**

**pH: 7.23**

[H<sub>2</sub>S] 6.2

**MG/LITER**

Slightly basic

**Weak sulfur source**

### INORGANIC SALTS:

Sodium (753.20 mg/l),  
Potassium (4.90 mg/l),  
Calcium (54.40 mg/l),  
Magnesium (21.34  
mg/l),  
Chlorine (480 mg/l),

Sulfur (10.49 mg/l),  
Fluoride (3.24 mg/l),  
Carbonates (97.6  
mg/l),  
Silica (5.40 mg/l),  
Iodine (0.29 mg/ml)

**ELECTRICAL CONDUCTIVITY: 3128.0 microScm-1**

# REPOLE WATER: type of application

**The  
sulfhydrometric  
grade  
determines the  
type of  
application**

**Weak sources:  
Grade from 1  
to 10**

**Strong Sources:  
Grade  
from 10 to 100**

**Very strong  
sources:  
Grade over 100**

**Indicated in  
dermatology  
for skin-related  
problems**

**indicated for  
digestive  
system  
problems**

**indicated for  
respiratory  
problems**

**Repole Water has a degree of 6.2 therefore  
indicated in dermatology and cosmetics**

## REPOLE WATER...

...flows from a weak sulphurous spring and can be used as it is in nature, it does not need to be diluted unlike the majority of thermal sulphurous waters with a degree higher than 10.

Furthermore, medical hydrology teaches that it is precisely the natural dilution of sulfur that determines the activity on the skin.



THE COMPOSITION THAT  
DEPENDS ON THE SUBSOIL IS  
UNIQUE AND UNREPEATABLE

# SALTS

The richness of the salts is the difference compared to competitors who use NON-sulphurous thermal sources. e.g. Avene, Vichy, La Roche Posay

1

Sulfates and sulfides:  
purifying and  
normalizing

2

Sodium:  
nutritional action -  
promotes the  
reabsorption of liquids

3

Potassium:  
normalizing

4

Magnesium:  
protective and  
softening action

5

Soccer:  
tissue protection.  
Promotes cellular  
repair processes

6

Carbonates:  
anti free radicals  
and smoothing

7

Silicates: tissue  
regenerating action

8

Chloride:  
detoxifying and  
disinfectant  
properties

SMART WATER:  
because the sulphurous water of  
Repole is  
defined as an intelligent energy  
resource?

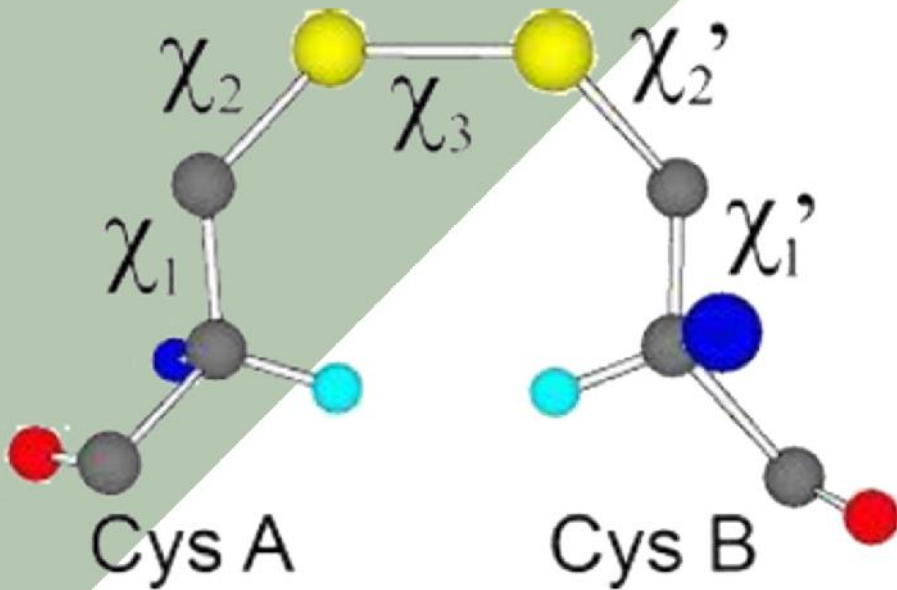


In contact with the skin it is able to recognize the conditions of the epidermis by activating the thermal mineral salts it contains that are more suitable for the type of skin to be treated. The uniqueness of the water comes from the richness of the territory and the salts present

## SMART WATER: Mechanism of Action

The skin is made up of keratin filaments.  
The filaments are linked together by a bond made up of two sulfur atoms

**THIS BOND IS REVERSIBLE AND CAN BE BREAK OR REBUILT**



- 1 When the skin is too dry and flaky, there is a lack of these bonds and sulphurous water is able to rebuild them and recompact the skin
- 2 On the contrary, when the skin is oily and impure there is an excess of these bonds and in this case the sulphurous water is able to break the bonds favoring exfoliation



# REPOLE WATER



# Repole Water Activities



## KERATOLYTIC

If the skin is compact it favors excoriation (oily skin)



## KERATOPLASTY

If the skin is flaky, it promotes adhesion (dry skin)



## FLUIDIFYING SEBUM

normalizes sebum and antiseborrheic



## ANTI-AGEING - REGENERATING STIMULATING

Ensures oxygen and nutrition



## HEALING

Stimulates collagen synthesis



## SOOTHING, DECONGESTANT, ANTIREDDNESS, PROTECTIVE

sensitive skin



## BACTERIOSTATIC AND ANTISEPTIC

impure skin

# REPOLE WATER

## WHERE DOES REPOLE WATER ORIGIN?

The sulphurous water of Repole is an intelligent energy resource, a unique thermal source that flows in the pristine valley of the Neto river with a history of over 2000 years (Barrio 1571)



## HOW IS WATER DRAWN?

Taken from an underground source over 200 meters deep, through stainless steel pipes and packaged at the source to guarantee intact biological purity and effectiveness.

# WATERFALL BY REPOLE

PACKED PURE AT THE  
SOURCE



REPOLE SPRAY WATER  
PACKAGED DIRECTLY AT  
THE SOURCE WITH THE  
EXCLUSIVE ECOLOGICAL  
EP SPRAY WITHOUT GAS.

THE SYSTEM ALLOWS YOU TO FILL AN ALUMINUM BAG  
INSIDE THE CYLINDER WITH SULPHURE WATER.

IN THIS WAY THE WATER REMAINS PURE WITHOUT  
CONTACT NEITHER WITH THE CONTAINER OR WITH  
COMPRESSED AIR.

FRAIS  MONDE

Repole water

Production and packaging



## STUDY PROTOCOL CERTIFYING THE THERAPEUTIC PROPERTIES OF REPOLE WATER TESTED ON PATIENTS WITH DERMATOLOGICAL PROBLEMS

Research into natural alternative therapies to traditional dermocosmetological therapies in patients suffering from chronic inflammatory skin diseases

Symptoms that affect patients' quality of life such as itching, dryness and redness, have significantly improved

# LEGISLATIVE DECREE MINISTRY OF HEALTH (4003 OF 06.06-2011)

Property recognition  
therapeutics in the treatment of  
dermatological diseases

MINISTERO SANITARIO  
Ufficio IV

COPIA CONFORME

Amosellise

- 6 GIU. 2011

Ministero della Salute

DIPARTIMENTO PREVENZIONE E COMUNICAZIONE  
DIREZIONE GENERALE PREVENZIONE SANITARIA  
UFFICIO IV

4003

DECRETO 6 GIUGNO 2011

Conferma del riconoscimento delle proprietà terapeutiche dell'acqua minerale naturale "Repole" in comune di Caccuri (Crotone) per la balneoterapia.

**IL CAPO DEL DIPARTIMENTO**

**VISTO** il decreto dirigenziale 11 maggio 1999, n. 3154, di riconoscimento delle proprietà terapeutiche dell'acqua minerale naturale "Repole" che sgorga nell'ambito della concessione mineraria denominata "Bagni di Repole" nel comune di Caccuri (Crotone) per la balneoterapia;

**VISTO** in particolare l'articolo 2 del suddetto decreto che, al fine di verificare se sussistano le condizioni per il mantenimento del riconoscimento, prevede che la società titolare è tenuta a far pervenire, al termine dei primi due anni di attività, una relazione clinica controllata, eseguita secondo protocolli specifici, atta a valutare l'efficacia clinica nel campo dermatologico della balneoterapia effettuata con l'acqua minerale di cui trattasi;

**VISTA** la domanda in data 7 marzo 2011 con la quale la società Ismeg s.r.l., con sede in Crotone, Località Passovecchio, ha chiesto la conferma del riconoscimento per la balneoterapia ed ha prodotto uno studio clinico sperimentale concernente l'impiego dell'acqua minerale naturale "Repole" nelle patologie dermatologiche;

**ESAMINATA** la documentazione allegata alla domanda;

**VISTO** il regio decreto 28 settembre 1919, n. 1924;

**VISTO** il decreto ministeriale 20 gennaio 1927;

**VISTO** il decreto del Capo del Governo 7 novembre 1939, n. 1858;

**VISTA** la legge 13 marzo 1958, n. 296;

**VISTI** gli artt. 27 e 30 del decreto del Presidente della Repubblica 24 luglio 1977, n. 616;

**VISTO** l'art. 6 della legge 23 dicembre 1978, n. 833;

**VISTA** la legge 24 ottobre 2000, n. 323, di riordino del settore termale;

**VISTO** il parere della Sezione III del Consiglio Superiore di Sanità espresso nella seduta del 17 maggio 2011;

**VISTO** il decreto legislativo 30 marzo 2001, n. 165;

**DECRETA:**

**Art. 1 - E'** confermato il riconoscimento delle proprietà terapeutiche dell'acqua minerale naturale minerale naturale "Repole" che sgorga nell'ambito della concessione mineraria denominata "Bagni di Repole" nel comune di Caccuri (Crotone) per la balneoterapia nel trattamento delle malattie dermatologiche.

Copia del presente decreto sarà inviata ai competenti organi regionali per i successivi provvedimenti autorizzativi di cui all'art. 27 del decreto del Presidente della Repubblica 24 luglio 1977, n. 616.

Roma, li - 6 GIU. 2011

**IL CAPO DIPARTIMENTO**  
(Dott. Fabrizio Oleari)


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18

# WATER IN COSMETIC FORMULA

**All cosmetic creams  
on the market:**

**they have  
in Formula  
65%  
of water**





# Uniqueness and added value of thermal products Frais Monde

WHAT FOR OTHERS IS AN EXCIPIENT  
FOR US IT IS A  
ACTIVE PRINCIPLE,  
IT IS A FINISHED PRODUCT ALSO  
RECOGNIZED AND CERTIFIED BY  
THE MINISTRY OF HEALTH

# CERTIFICATIONS



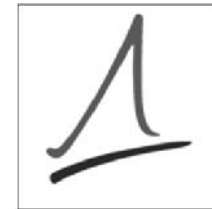
Quality Certification  
ISO 9001/215



Biogricert



Efficacy test University of  
Studies  
of the University of Tor Vergata



ARPACAL



University  
From Pavia



Decree no. 4003 of  
06/06/2011  
MINISTRY OF HEALTH



## Green formulas and ethical production

### WITHOUT:

- PEG FREE, NICKEL FREE;
- PARABEN FREE
- WITHOUT CHEMICAL DERIVATIVES
- WITHOUT ANIMAL DERIVATIVES
- CRUELTY FREE,
- NO ANIMAL TESTING,
- VEGAN,
- WITHOUT SLS,
- DERMATOLOGICALLY TESTED,
- HYPOALLERGENIC