



Advent
Pharma



A Life of ease



Our Identity

Our company was established in 2021, as a joint stock company by a group of multiple experts in the pharmaceutical industry of various nationalities. We are specialized in the production, development, marketing and distribution of pharmaceuticals and cosmetic products within the Egyptian market. We are aiming to expand our business and operations into Africa and the Middle East.



Our Vision

To be a top-of-mind choice to our stakeholders in pharmaceutical, cosmeceutical, & nutraceutical sectors when it comes to quality medicinal alternatives.

Our Mission

To develop, produce & market high-quality affordable products to the healthcare providers hence the patients resulting in improving their quality of life and wellbeing.

Our Core Values



Doing the right for our customers by committing to do the best.



Committed to provide products of high quality to give a hand in maintaining high quality of living to our customers



Committed to provide products of high quality to give a hand in maintaining high quality of living to our customers



We will offer upgraded & innovative solutions to the market that represent an add-on value to our stakeholder.

Hair Care
Line

Baby care
line

Feminine
care line

Our Portfolio

Hair Care Line

Products portfolio

PONYBLISS®

 **Advent**
Pharma *A Life of ease*

Glory For Your Story



**Advent
Pharma**



*Glory For
Your Story*

PONYBLISS®

A Bless Of Magic

Reduces Androgen Activity

Ponybliss effectively inhibits enzymatic and hormonal activity associated with AGA



Saw Palmetto



Rosemary



Ginseng

saw palmetto's liposterolic extract (LSESr) - Beta sitosterol

- 5 α -reductase activity
- (DHT) uptake by hair follicle 40.9%
- DHT binding to androgenetic receptors

Increases Micro capillary Circulation

Ponybliss exhibits potent vasodilatory effect stimulating hair follicle growth



Caffeine



Ginkgo Biloba



Ginseng

Ginsenosides

- Hair shaft elongation
- Anagen duration
- Hair matrix keratinocyte proliferation.
- Promotion of VEGF expression
- Activation of ERK signaling pathway



Protects follicle from perifollicular fibrosis

Ponybliss decreases pro-inflammatory cytokines hence scalp microinflammation



Procyanidin B2



Rosemary

proanthocyanidins and condensed tannins - Rosmarinic acid

- TNF- α
- IL-1 β

Enhances Scalp & Hair shaft moisturization

Ponybliss resolves scalp and hair shaft dryness.



Glycerin



Panthenol



Aloe Vera



Argan Oil



Coconut Oil



Almond Oil



Olive Oil



Avocado Oil



Jojoba oil "Wax esters"

power

Ponybliss decreases pro-inflammatory cytokines hence decreases perifollicular inflammation.

Ponybliss revitalizes the scalp and the hair follicle with all the micronutrients required for optimum nourishment.

Ponybliss exhibits potent vasodilatory effect stimulating hair follicle growth.

Ponybliss is suitable for post keratin treatment.

Ponybliss effectively reduces androgen activity.

Ponybliss has natural astringent and cooling agents that shrinks the open pores and reduces sebum production in the scalp.

Ponybliss helps fight off pro-inflammatory bacteria & fungi that colonize the scalp causing dandruff & secondary bacterial infections.

Ponybliss resolves scalp dryness & scalp itchiness due to fungal infection.



Method of application

Method of application

Shampoo

Apply an adequate amount of PONYBLISS Hair shampoo to wet hair and massage it gently to produce a soft foam then rinse with warm water. It's preferable to use Pelogo Shampoo 2 times a week.

Lotion:-

Spray suitable amount of PONYBLISS Hair lotion to the scalp, massage it on the whole scalp for 3-5 minutes. It's preferable to use Pelogo Lotion 2 times daily for not less than 3-4 months on dry hair.

Composition

Composition

Keratin, Hydrolyzed Collagen, Biotin, Glycerin, Vit E, Caffeine, Panthenol, Almond oil, Avocado oil, Olive oil, Safflower seed oil, Aloe Vera oil, Argan oil, Coconut oil, Castor oil, Jojoba oil & Gingko Biloba Extract.

Dexpanthenol - Procyanidin B2 - Caffeine - Gingko Biloba - Biotin - Wheat Germ Extract - Collagen - Vitamin E - Ginseng Extract - Filloxane Saw Palmetto extract - Rosemary Extract - Garlic Extract

Package

Bottle of 250 ml



Package

Atomizing bottle of 250 ml.



PONYBLISS SERUM

A Bless Of Magic



Ponybliss Serum is specially designed and formulated for medium to high porosity hair



- Avocado Oil
- Almond Oil
- Aloe Vera
- Glycerin
- Coconut Oil
- Panthenol
- Argan Oil
- Olive Oil
- Jojoba oil
"Wax esters"

Oil Blend Power



- Nourishes & Conditions the hair cuticle
- Improve the strength & Elasticity of the hair shaft
- Repair the damaged hair shaft
- Prevent the split ends

24 HR

Ponybliss Serum seals the hair cuticle making it more manageable and less frizzy

Decrease

- ⊗ Dryness
- ⊗ Trangling
- ⊗ Frizziness
- ⊗ Brittleness

Dual Sealing Power

- ✓ Simethicone
- ✓ Dimethicone

How to apply?

Apply on a clean damp hair



PONYBLISS Hair Serum protects against chemical & physical damaging styling practices.

PONYBLISS Hair Serum is specially designed and formulated for medium to high porosity hair.

PONYBLISS Hair Serum prevents the split ends.



PONYBLISS Hair Serum nourishes & Conditions the hair cuticle.

PONYBLISS Hair Serum improves the strength & elasticity of the hair shaft.

PONYBLISS Hair Serum repairs the damaged hair shaft.

Method of application

Warm PONYBLISS Hair serum between your hands for 5 seconds. Apply to your clean damp hair, working from the ends up to the middle of your strands. Avoid applying the serum to your roots or using too much product.

Composition

Argan oil-Macadamia oil-Moringa oil-Avocado oil-Shea butter -Coconut Oil-Castor Oil-Olive Oil-Jojoba Oil-Simethicone-Dimethicone

Package

A bottle of 120 ml

Baby care line

Products portfolio

INNOGEN

BABY CARE



**Advent
Pharma**



Innogen .. the soothing touch





INNNOGEN®



The Innovation Of Calmness

Innogen Cream

prevents & treats mild to moderate cases of diaper & drool rash



Occlusive Barrier



Zinc Oxide



Helps seal out wetness and provide a barrier to protect skin from irritants.



Creates an optimal environment that allows skin to heal.



Maintains long lasting hydrophobic barrier over stratum corneum.

Innogen Cream

helps reduce redness and irritation of sensitive skin



Anti-inflammatory



Borage seed oil



Calendula Extract



Liquorice Extract



Chamomile Extract

Innogen Cream

Innogen Cream helps reduce redness and irritation of sensitive skin



Healing



Allantoin



Panthenol



Innogen Soothing Baby cream relieves diaper rash discomfort from the very first use

Innogen Soothing Baby cream helps reduce redness and irritation of sensitive skin



Innogen Soothing Baby cream creamy formula that glides on smoothly and wipes off easily

Innogen Soothing Baby cream provides moisturization and emollience to the skin

Innogen Soothing Baby cream forms a protective barrier on the skin

- ★ Change wet or soiled diapers promptly
- ★ Cleanse the diaper area
- ★ Allow to dry
- ★ Apply ointment liberally as often as necessary, with each diaper change, especially at bedtime or any time when exposure to wet diapers may be prolonged

Composition

 Zinc Oxide	 Borage seed oil	 Liquorice Extracta	 Wheat Proteins	 Calendula
 Allantoin	 Panthenol	 Vit E	 Chamomile	

Package

A tube of 100 gm

INNOGEN®

Shampoo & shower for kids

Baby skin is not fully mature; the protective acid mantle is only just developing little by little

Borage Seed Oil, Wheat Proteins & Rosa Canine Flower is the central ingredient in INNOGEN and are especially nourishing for the skin.

INNOGEN active ingredients are specially tailored to your baby's skin.

More than 90 % of the ingredients are of natural origin; the formulations.

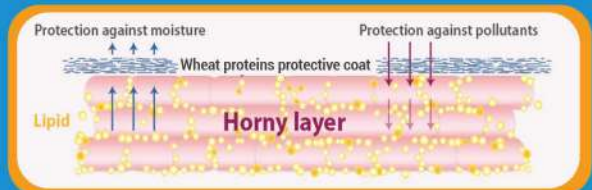
Precious substances like almond oil, Chamomile & Panthenol complement our formulations.



Safety first: all products are clinically tested and free from harmful ingredients.

Wheat proteins for healthy & protected baby skin & hair

- Like a soft shell for baby's skin: the amino acid chain in wheat proteins forms a protective layer on baby skin; this considerably increases skin's firmness and helps to form a film to retain moisture and provide luminosity.
- It prevents the skin from drying out.
- It nourishes and repairs hair, detangles, provides shine and hydration.



INNOGEN gently cleanses the skin and hair



- INNOGEN cleansing ingredients contain mild surfactants and preserve the natural protective function of the skin.
- We do not use SLS (sodium lauryl sulphate) or SLES (sodium laureth sulphate).

Effective softening and soothing properties



- INNOGEN ingredients pamper and soothe your baby's skin and provide moisture 24 hours a day.
- With natural organic borage seed oil, chamomile and almond oil of the highest quality.
- Does not contain the preservative phenoxyethanol.

INNOGEN Shampoo & Shower For Kids is a daily Cleansing & Care routine for Infants and child hair & body.

INNOGEN Shampoo & Shower For Kids has natural formula containing the essential fatty acids & antioxidants for skin protection.



INNOGEN Shampoo & Shower For Kids provides no irritation to skin or eyes

INNOGEN Shampoo & Shower For Kids is a tear-free formula.

INNOGEN Shampoo & Shower For Kids is free from any preservatives, parabens, soap, or artificial colorings.

INNOGEN Shampoo & Shower For Kids has a proven efficacy ideal for daily washing and detangling newborn, baby and child's hair.

INNOGEN Shampoo & Shower For Kids is pleasurable to use leaves a unique scent on the skin, rinses off easily and does not sting

Method of application

- ★ After wetting the hair & body, apply the INNOGEN Delicate shampoo and form a rich foam with gentle moves.
- ★ then Rinse thoroughly with water.

Composition



Borage seed oil



Almond Oil



Wheat Proteins



Rosa Canine Flower



Chamomile



Panthenol



Vit E

Package

Bottle of 100 gm

Feminine care line

Products portfolio



Briofem



Advent
Pharma



Briofem
Your soft best friend



Briofem Nipple Cream[®]

No Cracks .. No Itches

Briofem Nipple Cream has been developed for breastfeeding mothers to soothe and protect their sore & cracked nipples.

Wound Healing

- Panthenol
- Lanoline
- Karite Sodium Hyaluronate

Briofem Nipple Cream maintains the injured tissue moisture and reduces the amount and duration of the exposure to Histamine and bradykinin that are released at the injury site and cause pain and thus relieves the pain.

Skin Protector & Barrier

- Shea Butter
- Zinc Oxide
- Lanoline

Briofem Cream has a dual effect of preventing the wounds by creating a humid skin and healing effect via increasing the epithelial re-growth rate

Briofem Cream soothes skin irritation and inflammation.

Anti-inflammatory

- Chamomile
- Borage seed oil
- Olive Oil

Briofem anti-inflammatory and anti-nociceptive effects are attributed to its available flavonoids, phenolic & gamma linoleic acid (GLA) that penetrate below the skin surface into the deeper skin reducing inflammatory cytokines

Briofem Nipple Cream As a Treatment

While Breastfeeding

Briofem Cream has potent antimicrobial effect against S. aureus.

- Salvia Sclarea Seed Oil
- Rosehip

Anti-microbial

Briofem Cream protects against secondary bacterial infections



During Pregnancy

Briofem Nipple Cream As a Prophylactic Measure

Briofem Nipple Moisturising Cream is used as a prophylaxis or as a treatment in cases of chapped and cracked nipples before or during lactation.

Briofem Nipple Moisturising Cream has been developed for breastfeeding mothers to soothe and protect sore and cracked nipples.



Briofem Nipple Moisturising Cream protects against secondary bacterial infections.

Briofem Nipple Moisturising Cream soothes skin irritation and inflammation.

Method of application

Wash hands thoroughly. Soften a pea-sized amount between fingers and apply to the entire nipple area after each feeding or as needed. Apply before showering to protect sensitive nipples.

Composition



Thyme extract



Aloe Vera Extract



Menthol



Vit E



Chamomile Extract



Tea Tree Oil



Lavender

Package

A tube of 60 gm

Briofem Wash Foam[®]

Appreciate the precious

Briofem Wash contributes to maintaining the physiological equilibrium of the mucous ecosystem



Rapid symptomatic Relief

Bad Odor

Itching & Irritation

Itching & Irritation

Soreness



Decrease recurrence

Briofem Wash Foam is a mild cleanser for reliable hygiene with a gentle naturally based wash active compounds.

Briofem Wash Foam is adjusted to the pH value of 6.8 of the genital acid mantle, which is particularly indicated during menopause.

Briofem Wash Foam manages post partum symptoms and speeds up wound healing

Briofem Wash Foam is for protection against pathogenic micro-organisms

Briofem Wash Foam contributes to maintaining the physiological equilibrium of the mucous ecosystem.

Briofem Wash Foam has natural calming and regenerative properties that alleviate irritation and restore the physiological environment of the vulva.



Method of application

Apply Briofem Wash Foam on the external genitalia directly twice daily and rinse it thoroughly after with suitable amount of water.

Composition



Chamomile



Aloe Vera



Menthol



Lavender



Tea Tree Oil

Package

A bottle of 250 ml.

Thank you



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