

MAVEX 

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*vegetalpedicure*

# The Green Revolution you've been waiting for

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11 years since the revolutionary treatment **MAVEX CALLUSPEELING®** was launched onto the market and millions of treatments were carried out worldwide, Mavex is again revolutionising the world of professional pedicures with a world first:  
**the Vegetal Pedicure.**

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MAVEX 

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*vegetalpedicure*



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A multi-purpose next-generation foot beauty treatment, natural, acid-free, with 99.5% ingredients of natural and plant origin.

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The real technological breakthrough of CALLUSPEELING VEGETAL® is the innovative **Mavex Keratolytic Phytocomplex**, which Mavex laboratories - based on an ancient Swiss Alpine herbal formula - have perfected during more than 5 years' research in close collaboration with podiatrists and universities.

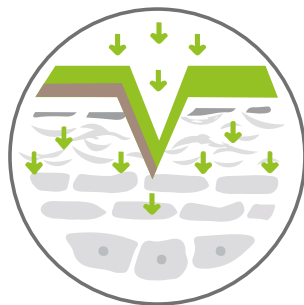
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## KERATOLYTIC PHYTOCOMPLEX

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Is an innovative keratolytic phytocomplex obtained from a synergistic blend of herbal extracts and medicinal plants, incorporated in a phospholipid structure capable of conveying, in an efficient and biocompatible manner, the active principles contained in the plant extracts, promoting an **effective and fast keratolytic action**.



BEFORE



AFTER





*Revolutionary  
Dermocetical  
Technology*

MAVEX 

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*vegetalpedicure*

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In just 15 minutes **CALLUSPEELING VEGETAL®** without using blades or drills, gently removes cracked, hard and callused skin leaving feet wonderfully soft and feeling incredibly light.

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*The results are  
impressive*

**ACID**



**FREE**



**Before the Treatment**

**After 1 Treatment**



# 6in1 actions

Thanks to the strength of the formula's medicinal plants, **CALLUSPEELING VEGETAL®** is both exceptionally delicate and unbeatably effective, carrying out 6 powerful natural actions:

1

## **KERATOLYTIC FUNCTION**

In just 15 minutes it gently removes cracked, hard and callused skin.

2

## **HEALING FUNCTION**

It stimulates the re-epithelialisation and healing of cracks.

3

## **HYDRATING FUNCTION**

It carries out an effective softening and hydrating action and stimulates the regeneration of the epidermal cells.

4

## **REFRESHING FUNCTION**

It provides immediate refreshing relief and stimulates microcirculation.

5

## **SANITIZING FUNCTION**

It has an antibacterial, antifungal and antiviral action.

6

## **DEODERISING FUNCTION**

It absorbs unpleasant smells from the skin and gives feet a pleasant natural scent of herbs.



**CALLUSPEELING VEGETAL®** is a very safe treatment: thanks to the disposable patches, disposable adhesives and stainless-steel tools that can be sterilised in an autoclave, the pedicure professional is assured of being able to give their 100% without risk of infection or transmission of viruses, germs or bacteria.


*100%  
safe  
treatment  
without risk  
of infection*



**CALLUSPEELING VEGETAL®** is a treatment developed and produced by Mavex in Switzerland, with full respect for the environment and nature using the highest quality standards in full compliance with GMP safety standards.

**100%**  
**SWISS+MADE**





*From today,  
Pedicure  
will be more  
Pleasant and  
less Tiring*



# MAVEX

## **CALLUSPEELING<sup>®</sup>** *vegetal*

The treatment is easy to do and does not need specific skills, just follow the instructions carefully to get results from the first use. Since there are no scalpels and drills, there is no danger of bleeding and it can therefore also be performed by staff without specific experience.

The treatment can be proposed:

**1**

During normal pedicures instead of blades, scalpels or drills. The time saved is substantial: while the patches are applied, nails and cuticles can be treated, there is no downtime and, most of all, the final result is much better than traditional methods, since the foot regains all its natural softness.

**2**

In the cosmetic room while waiting (for example while a mask or bandage is in place).



*The Products  
of Treatment*

Natural  
Sanitizer Cleanser  
200ml

Calluspeeling Vegetal®  
Pouch with 4 Patches

Honey  
Foot Cream  
100ml

Sanitising Cleanser

Honey



Intensive Repair  
Foot Cream  
100ml

20% Urea

Stainless Steel Tools

Supersoft File Replacement



# NATURAL SANITIZER CLEANSER



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*Contains balsamic essential oils extracted from medicinal plants known for their antiseptic and purifying properties against viruses, germs, bacteria and fungi.*

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Dermatological studies have demonstrated the safety and high skin tolerability of Natural Sanitizer Cleanser

**SUITABLE FOR DIABETIC FOOT SKIN**



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Containing **Alcohol**, essential oils of **Tea Tree**, **Thyme**, **Mint** and plant-based cleansers that gently cleanse, moisturising and nourishing the skin.

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Cleanser for manicures and pedicures, with 5 functions: cleanses; sanitizes; refreshes; deodorises; moisturises.

Mint essential oil gives a pleasant sensation of freshness, deodorises and ensures a delicate fragrance with relaxing and purifying properties.

Its texture is light and quickly absorbed and thanks to its practical spray dispenser it can be dosed very easily. It does not foam up and does not require rinsing.





# CALLUSPEELING® VEGETAL







Based on **Mavex Keratolytic Phytocomplex**, the innovative keratolytic phytocomplex obtained from a synergistic blend of herbal extracts and medicinal plants, incorporated in a phospholipid structure capable of conveying, in an efficient and biocompatible manner, the active principles contained in the plant extracts, promoting an **effective and fast keratolytic action**.

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In just 15 minutes **CALLUSPEELING VEGETAL®** gently removes calluses, cracks and corns gently without using acids and without using blades or drills, leaving feet wonderfully soft and feeling incredibly light.

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Each packet contains 4 patches of elastic fibre able to adapt perfectly to the anatomy of the foot, soaked in a special keratolytic gel formulated with a synergistic complex of herbal and medicinal plant extracts.



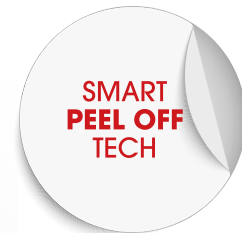
# STAINLESS STEELS TOOLS

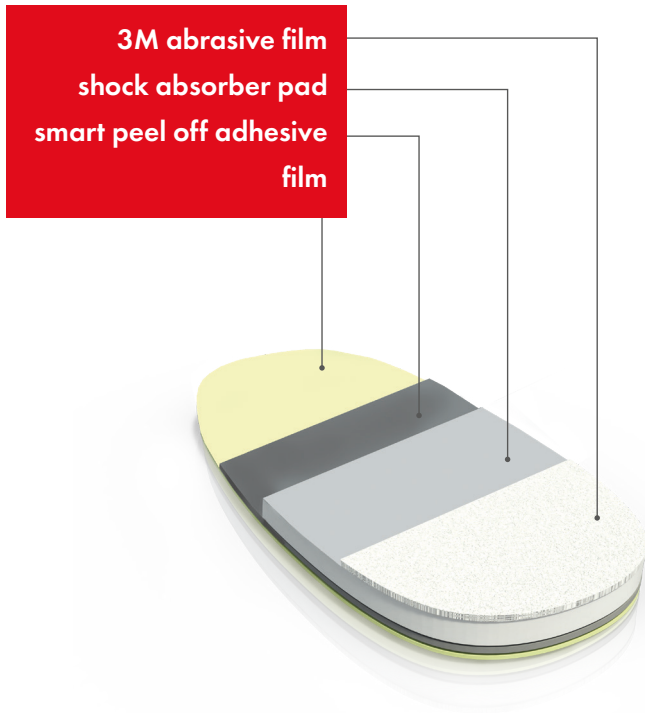
## SUPERSOFT FILE REPLACEMENT



**Stainless Steels Calluspeeling®** in high-strength stainless steel, autoclavable for absolute hygiene.

Designed with a new ergonomic design to increase the operator's comfort and give an even more performing result, these innovative foot file drastically reduce the overloading of the hand and wrist muscles because all the strength of the movement is transferred to the forearm and shoulder.

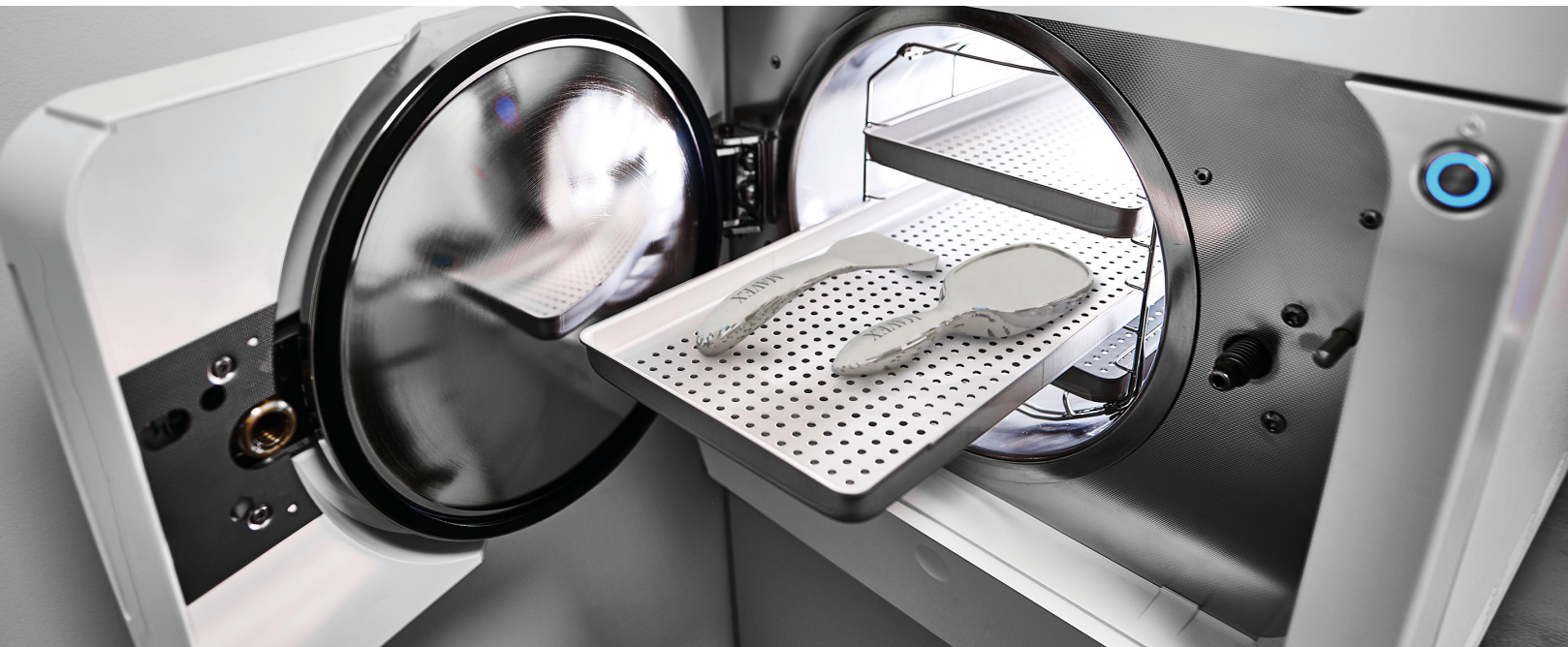




**Stainless steel foot file** is compatible with **Mavex Supersoft replacement files**, innovative 4-layer filing adhesives made with 3M film and a shock absorber pad that gives optimal comfort to the customer.

Thanks to the special shape of the foot file and the innovative **Smart Peel Off Technology**, these file replacement have an extraordinary stability during filing and can be easily removed without leaving annoying residue on the file.

The stainless steel **Calluspeeling® Spatula** is an absolute novelty, a tool with innovative ergonomics designed by a team of orthopaedic experts and dermatologists to increase the comfort of the operator and give an even more performing result. This innovative tool, drastically reduce the overloading of the hand and wrist muscles because all the strength of the movement is transferred to the forearm and shoulder. The combination of an anatomical curvature with comfort grip and a computer-controlled angle of incidence make this unique instrument a valuable ally of the beautician and podiatrist. From today, pedicure will be more pleasant and less tiring.



# INTENSIVE REPAIR FOOT CREAM



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*Used regularly, it prevents calluses and rhagades and keeps the foot skin soft and supple.*

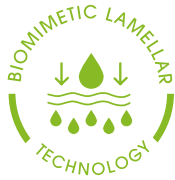
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Dermatological studies have demonstrated the safety and high skin tolerability of Intensive Repair Foot Cream

SUITABLE FOR DIABETIC FOOT SKIN





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Containing **Urea (20%)**, **Red Spruce Resin**, **St. John's Wort** Extract, Natural Essential Oils of **Thyme**, **Mint** and **Eucalyptus**, **Menthol**, **Allantoin**, **Betaine** and **Vitamin E**.

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Emollient, healing and repairing cream formulated with a synergistic phyto-complex of highly concentrated vegetal extracts of medicinal plants and herbs.

Thanks to its keratolytic action, from the very first applications it reduces the thickening of calluses and corns, softens the skin and makes it elastic.

Its intense regenerating action helps to solve and prevent the formation of fissures and cracks.

Its pleasant scent exclusively derives from plant extracts and essential oils.

It massages in easily and dries and is absorbed quickly, without leaving any oily residue.

Its refreshing and purifying effect provides immediate relief and restores well-being to feet, giving a wonderful feeling of softness to the touch.



# HONEY FOOT CREAM

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*In a single gesture it refreshes, moisturises, nourishes and softens, making the skin extraordinarily soft, silky and smooth.*

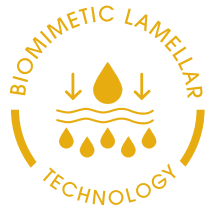
*The skin regains its natural elasticity giving a wonderful feeling of freshness, lightness and deep well-being.*

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Dermatological studies have demonstrated the safety and high skin tolerability of Honey Foot Cream

**SUITABLE FOR DIABETIC FOOT SKIN**



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Containing **Honey, Argan Oil, Shea Butter, Vitamin E, Menthol** and **Urea**.

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All the extraordinary power of nature encapsulated in an extremely delicate cream with an emollient, moisturising and elasticising effect, formulated with a synergistic phytocomplex of highly concentrated herbal and medicinal plant extracts.

With an intense and aromatic fragrance of Alpine Mallow, this cream is both a true concentrate of pure well-being and an exceptional beauty treatment for the feet. It is particularly useful for dry and dehydrated feet.

Its pleasant scent exclusively derives from plant extracts and essential oils. It has a soft and delicate texture, massages in easily and is quickly absorbed, without leaving any oily residue. Used regularly, it helps to keep skin soft and elastic.

To increase phytotherapeutic efficacy, Honey Foot Cream uses a biomimetic lamellar emulsion, a pharmaceutical technology used for the release of therapeutic substances that allow the active ingredients contained in plant extracts to be delivered gradually and continuously, thus increasing their functional effectiveness.

# Treatment Steps

1

## FOOT CLEANSING

Spray *Natural Sanitizer Cleanser* directly onto feet and massage until fully absorbed.

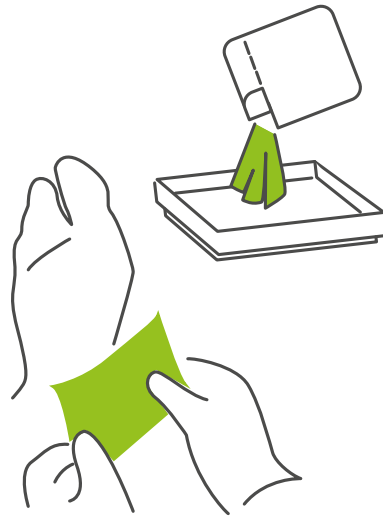
Do not rinse.



2

## APPLICATION OF PATCHES

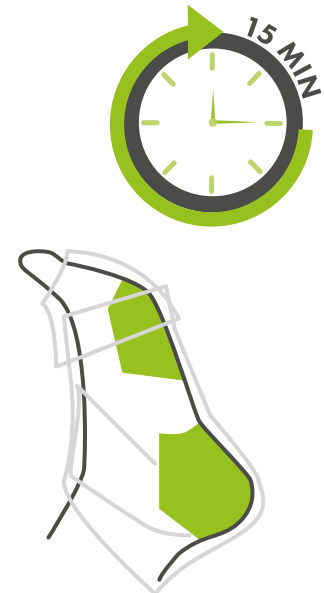
After putting on gloves, pour the contents of one pouch into the provided tray and apply the 4 CALLUSPEELING VEGETAL<sup>®</sup> patches onto the calloused area of the feet.



3

## FIXING IN PLACE AND APPLICATION

Wrap both foot tight in clingfilm and wait for 15 min.



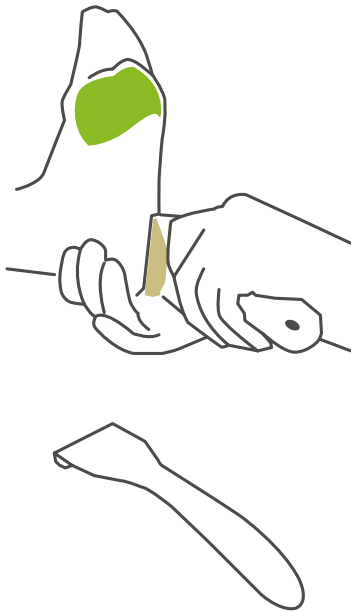


4

### CALLOUSNESS REMOVAL

Remove a single patch (leave the others on the feet).

Remove the calloused skin using the scraper, then dry the foot.

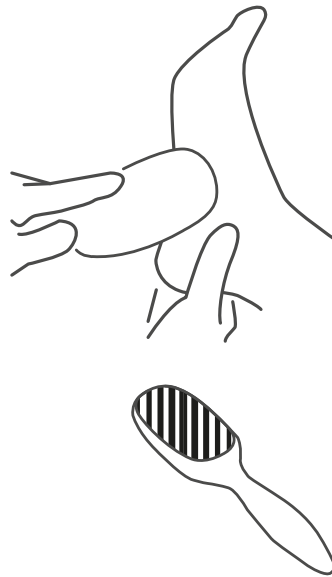


5

### POLISHING

Apply the adhesive onto the brush. Polish quickly with enough pressure and speed, without stopping, until rolls of calloused skin start to detach.

Once this stage is finished, repeat stage 4.



6

### CREAM MASSAGE

At the end of the treatment, rinse feet with warm water.

Dry thoroughly and apply a small quantity of *Intensive Foot Repair Cream* and massage the entire foot gently until fully absorbed.



# Why use CALLUSPEELING VEGETAL®

- 1 It is a natural product that uses medicinal plants
- 2 It is a stunning new product that allows professionals to stand out
- 3 It is 100% Swiss Made and of the highest quality
- 4 Advanced dermo-cosmetic technology
- 5 11 years on the market and millions of treatments carried out worldwide
- 6 It can also be done by staff without any experience
- 7 The costs are low and easily controllable
- 8 There is no need to invest in costly appliances
- 9 It is also convenient for people who practices home pedicure
- 10 It is a single-use treatment and is therefore very safe
- 11 It allows the beautician to work in accordance with the law
- 12 It eliminates the need for water
- 13 It cuts pedicure times
- 14 It offers customers many benefits compared to traditional pedicures
- 15 It not only removes callousness but makes feet wonderfully light and soft again, hydrates, sanitizes and refreshes.