



Made in Russia



Companies. Brands. Exporters. Pharmaceutical industry

VIVAX

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Based on the developments of Russian gerontologists of the Military Medical Academy and scientists from the Institute of Bioorganic Chemistry, specialists from the Academy of Scientific Beauty and the Saint Petersburg Institute of Bioregulation and Gerontology have created innovative formulations of VIVAX products, the main components of which are complexes of short synthesized peptides. Already now peptides have been developed and widely used, which are able to increase life resources and quality of life, reduce the probability of diseases, as well as improve the work of all human organs and systems: brain, immune, cardiovascular and respiratory systems, gastrointestinal tract.

Products

All VIVAX products are certified annually. At the moment VIVAX is represented on the market by three product lines:

Oral care products in the form of toothpaste and rinse balm (VIVAX Dent): assistance in exacerbations (pink line), improving the protective properties of the enamel (blue line), daily use (green line)

Rehabilitative and preventive body Silhouette modeling care products (VIVAX Sport): warming cream (red line), relaxing (VIVAX Active Slim): modeling anti-gel (blue line), regenerating cream cellulite cream and gel (orange line) (green line)



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Profit



Export

For the last three years the company's export has grown three times and reached the level of 6 million rubles.

The products of VIVAX are unique not only for the Russian market, at the moment VIVAX is represented in Ukraine and Kazakhstan. In addition, in 2019 VIVAX entered the largest international B2B platform Alibaba.

Furthermore, in 2020, VIVAX was selected to participate in the prestigious gas pedal from PwC and the Moscow Export Center to enter the South Korean market.

In the management's opinion, the product has great potential abroad, so the company is now actively working to expand the geography of product sales.

Future plans



Currently, VIVAX is working on expanding its product line. It is planned to actively promote new funds in the pharmaceutical market as well.

The development of sales in this sector involves the growth of a number of measures to support and promote VIVAX products, as well as creating new jobs.

At the same time, one of the priority directions of the company's development is to strengthen its positions in the markets of the countries from the Commonwealth of Independent States, as well as to enter new markets of the far abroad countries. Already now VIVAX is negotiating with representatives of potential customers from a number of countries. Companies from Europe, Middle East and the Commonwealth of Independent States have already shown interest in innovative products.

In addition, due to a number of economic problems and restrictive measures that have arisen as a result of the complex epidemiological situation in the world, the management of VIVAX has reviewed a number of conditions for joint activities with existing and potential partners. The introduction of new arrangements will allow for a more flexible approach in working with each of them.



In the last three years the profit has grown by

82%

Contacts



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Сделано в России



Made in Russia

The Made in Russia project is a digital trading and media platform. It includes a business information agency Made in Russia in 12 languages, as well as a digital trading house selling and promoting goods and services abroad. Companies registered on the platform receive the right to use the Made in Russia project logo, access to a loyalty programme, services and facilities.



Brand page

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