

## Press Release

### Eva.J Swiss Organic Neurocosmetics: Pioneers in Neurocosmetic Skincare

*Eva.J Swiss Organic Neurocosmetics introduces groundbreaking therapeutic wellness in skincare through patented formulations that revolutionize skin health.*

**Lausanne Switzerland – [17 April 2025]** – Bioressant s.a.r.l and its brand Eva.J Swiss Organic Neurocosmetics are proud to announce its official leadership in neurocosmetic skincare innovation, supported by Swiss patents. The first patent delivered in November 2024 for the “Composition for the reduction of symptoms of couperose and/or rosacea” is now being integrated into highly effective skin solutions, such as the Serum “Precious Scents and Colours for Face. Fragile Capillaries”. Our latest achievement, a second patent covering eight dermo-cosmetic products to deliver visible and long-lasting facial regeneration, designed for clinics and medical Spas, positions Eva.J at the forefront of skincare technology. This milestone marks the brand's continued commitment to developing cutting-edge solutions to modulate and optimize skin functions.

With these new patents, Eva.J Swiss Organic Neurocosmetics is pioneering formulations that target both the peripheral and central nervous systems, regulating inflammatory responses and optimizing skin repair mechanisms resulting in visibly healthier, more resilient, and less reactive skin. The brand's innovative approach delves into the mechanisms underlying impaired skin homeostasis, identifying chronic microinflammation, neurogenic dysregulation, and impaired barrier function as key drivers for skin disorders or premature aging. Both patents address sensory activation translated through the use of natural-derived components and essential oils. These components play a key role as anti-inflammatory and neuroprotective agents, and we believe they play a role in microglia modulation.

#### About Bioressant and Eva.J Swiss Organic Neurocosmetics

**Eva.J Swiss Organic Neurocosmetics** is where advanced skin science meets emotional well-being. Rooted in Swiss precision and organic purity, Eva.J harnesses the power of the skin–brain connection to deliver high-performance dermaceutical care using neuroactive, anti-inflammatory and immune-protective ingredients. Designed for sensitive, stressed or mature skin and modern lifestyles, Eva.J is pioneering the future of skincare by offering products that promote healthier, more resilient, and balanced skin.

Bioressant's core team is comprised of seasoned professionals, each bringing deep expertise and a shared vision for sustainable innovation. Founder Eva Johnston leads with entrepreneurial foresight, while Teun Wagenaar shapes the company's growth strategy, Niels Rodin drives conservation and sustainability efforts., and Maria Shutova spearheads research and development.

In just a few years, alongside developing its product formulations, Bioressant has built a robust ecosystem of strategic partnerships and a fully operational, end-to-end supply chain.

“As quickly as possible, but as slowly as necessary,” the team often jokes—a mantra that reflects their thoughtful, future-focused approach to scaling impact.

#### Innovation Meets Wellness

“We're excited to share that Bioressant's neurocosmetic formulas are changing the skincare industry, offering a holistic approach to skin health,” said Eva Johnston, CEO of Bioressant who has been working on improving skin health for the last 17 years. “By tapping into the body's sensory responses, our products offer targeted results that improve skin health, providing customers with skin that's not only beautiful but resilient and balanced.”

**Eva.J** is dedicated to making effective skincare more accessible, with a firm commitment to responsible sourcing and sustainable production. Eva.J skin care is specifically formulated to address a wide range of skin concerns, including **sensitive skin, adult acne, rosacea, post-treatment recovery, loss of skin tone, and hyperpigmentation**. These products are meticulously designed to integrate harmoniously with healthy sleep patterns, deep relaxation and emotional well-being, providing a holistic approach to skin health and overall vitality.

## Customer Satisfaction: A Proven Success

Neurocosmetics represent a fascinating convergence of neuroscience and skincare. Realizing the full potential of neurocosmetics requires overcoming significant scientific, regulatory, and perceptual challenges through rigorous research, tests and practice. The first customers of Eva.J are the best advocates of the brand, as the dermatological practices and medical Spas which demonstrate their interest in partnering with the Swiss brand.

One of our customers, Monica, shared this comment after using Eva.J « Eye Precious Oil »: “I love this product so much, it has become my nightly wellness ritual, my little private SPA moment at home that I look forward to every day. As for its effectiveness, I have no doubt. I can see that I look healthier, and it’s not just me noticing it.”

In 2024 during the Congress of Swiss Plastic Surgery in Lausanne, a financial executive who tried the professional Neuro-Lift treatment held in a bustling open space filled with noise and activity, remarked, "A level of deep relaxation I've never experienced before."

## History and Facts

The connections between skin and nervous system were being explored for quite some time. In 1857, the English dermatologist and surgeon William James Erasmus Wilson described “skin neurosis” in his book Diseases of the Skin, citing diseases such as delusional infestation, alopecia areata, pruritus, or hyperhidrosis and their association with anxiety or depression.

Some years later (1886), body dysmorphic disorder was first documented by the Italian psychopathologist Morselli under the name “dysmorphophobia.”

In 1925, Joseph Klauder, paving way to modern psychodermatology, wrote that “the psychological phase of certain skin diseases should not be neglected in treatment.”

The Italian dermatologist Emiliano Panconesi a complex concept of a “reunification of the two ectodermal brothers, brain and skin.”

The French psychoanalyst Didier Anzieu, in his works « The Skin Ego, A Skin for Thought, and Psychic Envelopes » developed a theory of the unconscious connection between the human skin’s protective and the coordinative ego functions.

The first definition of neurocosmetics is attributed to **French Professor Laurent Misery** in 2000, referring to them as « non-absorbed products applied on the skin, exhibiting an activity on the cutaneous nervous system or (having) general effects on the cutaneous mediators ».

It has been observed that close interactions exist between sensory nerves, skin cells, as well as hormones and immune cells. In order to encompass the complex and intricate interactions between skin cells, elements of the nervous system, and components of the immune system, a concept has been defined: the existence of a **neuro-immuno-endocrine-cutaneous (NIEC) system**, also referred to as the **neuro-immuno-endocrinocutaneous system**.

As scientific understanding of the skin-brain connection expanded, neurocosmetics emerged as a pioneering field in modern skincare. This innovative category of products is grounded in the physiological interplay between the nervous system and the skin, leveraging neuroactive ingredients to enhance not only dermatological function but also emotional well-being. No longer limited to boundaries of traditional skincare, these advanced formulations aim to influence skin-brain interactions, giving rise to neurocosmetics, a new category designed to support a holistic approach to both dermatological and emotional health.

As consumer demand shifts toward wellness-oriented beauty solutions, the neurocosmetics sector is gaining momentum—projected to reach a market value of USD 2.7 billion by 2030, with a compound annual growth rate (CAGR) of 8.4%.

## **Join the Future of Skincare**

Eva.J Swiss Organic Neurocosmetics invites everyone to discover the future of skincare by exploring the collection of neurocosmetic products. Begin your journey to natural skin longevity with our best-selling duo, **Cream N3** and serum **Eye Precious Oil**. Apply Cream N3 in the morning for skin moisturizing and comfort, and a drop of the serum to the lower eyelid and temples at night for enhanced radiance and reduced eye bags.

Eva.J is open for Partnerships to make our retail and professional ranges widely available to customers worldwide.

**For more information or to make a purchase, visit:**

[Click here to shop](#)

### **Contact Information**

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#Neurocosmetics #clean #clinical #wellness #longevity #skin #emotional #mentalhealth #SkincareInnovation  
#EvaJSwiss #OrganicSkincare #SkinHealth #CellularRegeneration #Dermaceuticals #SensitiveSkin  
#NeurocosmeticBeauty #BeautyRevolution #SwissSkincare #AntiInflammatory #HealthySkin #ingredient  
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