

Cellular Longevity

by The Beauty Concept





Cellular Longevity

Inspired by longevity science.

Enhanced by regenerative technology.

The Beauty Concept. Est. 2005



**Inspired by the science of longevity.
Powered by regenerative technology.
The beauty of the future is no longer measured by age.
It is measured by the quality of the skin.
By its ability to regenerate.
By its vitality.
By its balance.**

Our goal is not to stop time, but rather
to support the skin so that it can maintain, for longer,
its strength, functionality, and natural
ability to renew itself.

Cellular Longevity was born from the union of
the science of longevity, regenerative technology, cellular
cosmetics, and the expertise of **The Beauty Concept** to
offer an exclusive collection of facial and
body treatments designed to improve
skin quality, stimulate its natural
regenerative mechanisms, and preserve its vitality.

Each treatment protocol has been designed to care for the skin
at its source, respecting its biology and enhancing
its capacity for regeneration.

Because the future of beauty isn't about changing
who you are, but about preserving the best of yourself.

The Science Behind TBC Cellular Longevity

Each TBC Cellular Longevity protocol has been exclusively designed by The Beauty Concept based on a single principle: to offer the highest level of excellence through a combination of the best science, the most advanced technology, and a highly specialized therapeutic experience.

Developed to the most exacting quality standards, this exclusive collection brings together two international leaders who share a common vision: to preserve skin health, enhance its natural regenerative capacity, and support its longevity.

A pioneer in the development of Swiss cellular cosmetics, Cellcosmet has been dedicated to scientific research into the biological mechanisms of the skin for over 40 years. Building on a tradition of innovation that began on the shores of Lake Geneva, the brand has developed an exclusive technology for cellular stabilization and revitalization that preserves the integrity and efficacy of its active ingredients. Its high-precision formulations promote skin renewal, optimize cellular activity, strengthen the skin's barrier function, and help maintain stronger, more balanced, and visibly revitalized skin.





**Bienestar Estética
Longevidad**



BTL, a global leader in medical-aesthetic technology, has developed some of the most innovative platforms in the industry, capable of acting on different levels of tissue to stimulate natural regenerative processes. Its technologies promote the production of collagen, elastin, and hyaluronic acid, improve facial and body contours, and deliver visible, progressive, and natural results that meet the highest standards of effectiveness and safety.

The scientific excellence of Swiss cellular cosmetics and the innovation of regenerative technology come together in a collection of exclusive protocols developed by The Beauty Concept, where each experience has been carefully designed to offer highly personalized care that meets the highest standards of innovation, precision, and excellence.

MANUAL CELLULAR THERAPIES

The precision of Swiss cellular cosmetics and the excellence of The Beauty Concept.

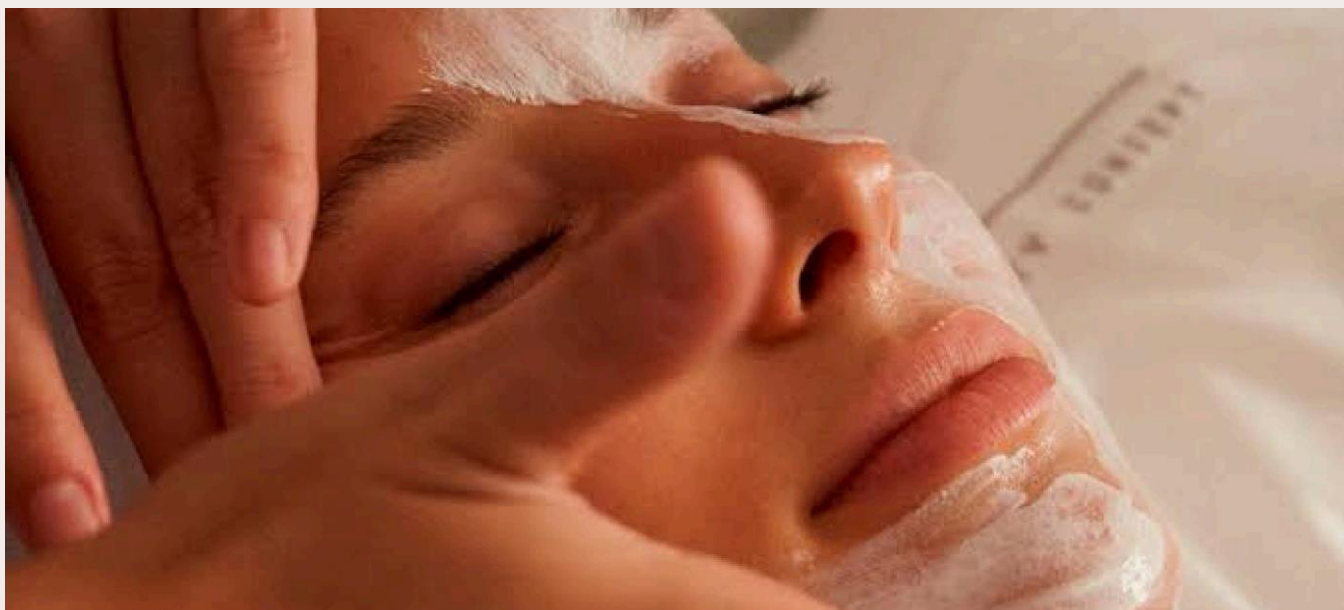
Cellular Tailor-Made

60 min | 250 €

A fully personalized facial experience that combines the excellence of Swiss cellular cosmetics Cellcosmet with the expert knowledge of The Beauty Concept. Following an individualized assessment, each treatment plan is tailored to the skin's biological needs to optimize its quality, stimulate its natural renewal mechanisms, and preserve its vitality over time

Benefits

- Nourishes and revitalizes the skin.
- Promotes skin renewal.
- Strengthens the skin's barrier function.
- Improves hydration, elasticity, and radiance.



Global Cellular Face

90 min | 395 €

Cellcosmet's most exclusive facial experience. A regenerative ritual designed to restore the skin's vitality and enhance its longevity. Created exclusively for TBC Spa at Mandarin Oriental Ritz Madrid.

Benefits

- Reduces the visible signs of fatigue and skin stress.
- Provides intense, long-lasting hydration.
- Tones, smooths, and improves the skin's elasticity.
- Restores radiance, comfort, and vitality.
- Promotes firmer, more even, and rejuvenated skin.

Ideal for mature, devitalized skin or skin with visible signs of aging.

Cellmen Personalized

60 min | 250 €

A high-end cellular skincare treatment specifically developed to address the needs of men's skin. Designed to restore the skin's energy, combat the signs of fatigue, and protect the skin against daily stress and environmental aggressors.

- Reduces the visible signs of fatigue and skin stress.
- Intensely hydrates and improves skin comfort.
- Tones and firms the skin.
- Improves the skin's texture and evenness.
- Reveals stronger, more radiant, and revitalized skin.

Ideal for men's skin exposed to stress, pollution, or frequent shaving, or showing signs of fatigue and aging.



Ritual Eye Revival

30 min | 150 €

A targeted treatment for the eye area, designed to revitalize one of the most delicate areas of the face. It helps reduce visible signs of fatigue, improves hydration, and adds radiance, revealing a more rested, fresh, and revitalized look.

Benefits

- Reduces signs of fatigue.
- Improves hydration.
- Adds radiance.
- Softens the appearance of fine lines.
- Decongests and refreshes the eyes.

REGENERATIVE TECHNOLOGY

Exclusive protocols featuring state-of-the-art BTL technology.



CELLULAR INFUSION

Hidratación · Luminosidad · Regeneración

90 min | 295 €

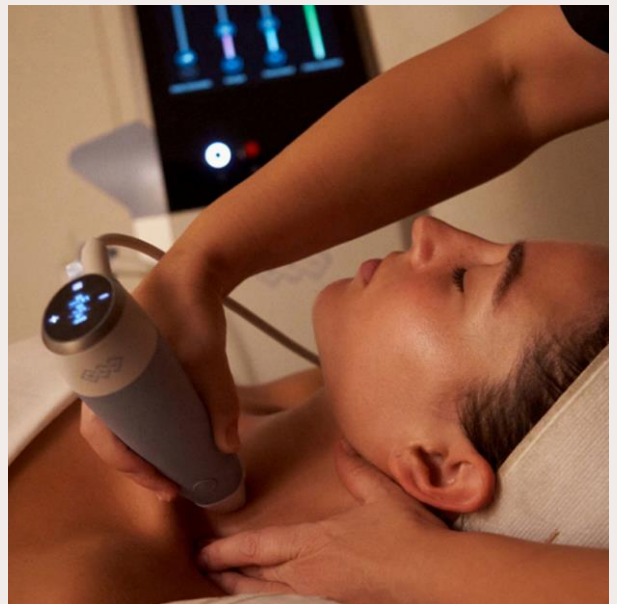
Treatment protocol using BTL EMFUSION technology.

A next-generation treatment designed to strengthen the skin barrier, preserve skin health, and enhance its natural regenerative capacity. Thanks to the exclusive EMFUSION technology, it promotes the transdermal infusion of specific active ingredients without needles, optimizing their absorption and effectiveness.

By restoring the skin's barrier function, the skin regains its ability to defend itself against external aggressors, maintain optimal hydration, and preserve its balance.

Benefits

- Strengthens the skin's barrier function.
- Promotes deep and long-lasting hydration.
- Improves skin radiance and texture.
- Boosts skin regeneration and vitality.
- Helps prevent the signs of premature aging.



EXION FACE LIFT

Firmeza · Densidad · Arquitectura facial

Sesión de 90 min · 350 €

Recommended treatment plan: 3 sessions, 950 €

Treatment performed using EXION technology.

This treatment, which utilizes patented technology, stimulates the production of collagen and elastin while enhancing the body's natural hyaluronic acid.

Benefits

- Firms the skin.
- Improves skin density.
- Redefines the facial contours.
- Reduces the appearance of fine lines.
- Promotes firmer, more even-toned skin.

EXION RF FRACTIONAL

Renewal · Regeneration · Skin Quality

90 min | 500 €

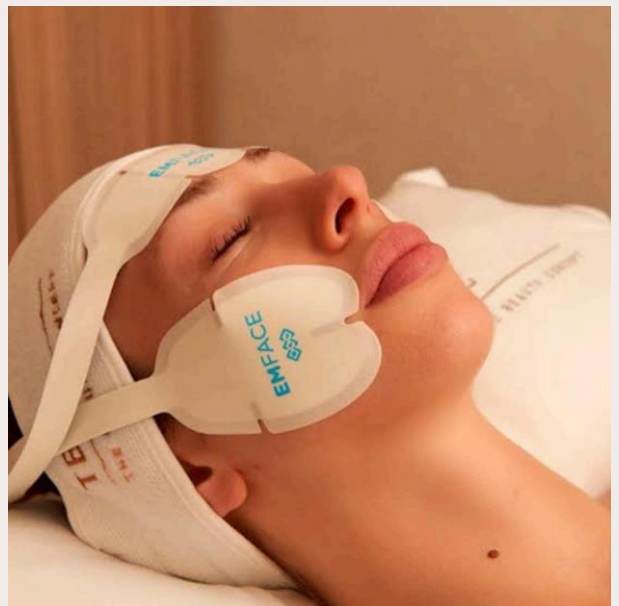
Recommended treatment plan: 2 sessions, 900 €



Treatment protocol using EXION Fractional RF technology. A regenerative treatment designed to renew the skin from the deepest layers, stimulating natural collagen production and promoting cell regeneration. Its action visibly improves texture, firmness, and radiance, revealing more even, resilient, and healthy skin.

Benefits

- Promotes skin renewal.
- Stimulates collagen and elastin.
- Smooths wrinkles and fine lines.
- Improves the appearance of pores, blemishes, and scars.
- Restores firmness, radiance, and overall skin quality.



EMFACE MUSCLE LIFT

Elevación · Tonificación · Rejuvenecimiento

Starting at 390€

Treatment protocol using EMFACE technology. EMFACE is the first non-invasive treatment that acts simultaneously on the skin and facial muscles. It stimulates the natural production of collagen, elastin, and hyaluronic acid while strengthening the facial lifting muscles.

Customizable treatment by area: forehead, eye contour, cheeks, jawline, and chin.

Benefits

- Lifts the middle and lower third of the face.
- Tones the facial muscles.
- Improves facial definition.
- Stimulates collagen and elastin.
- Overall rejuvenation.

1 area · 60 min · 390 € | 4-session package: 1,350 €
2 areas · 90 min · 490 € | 4-session package: 1,650 €
3 areas · 90 min · 590 € | 4-session package: 1,950 €
4 areas · 120 min · 690 € | 4-session package: 2,250 €



BODY EMSCULPT NEO

Body Transformation · Strength · Toning
60 min · 350 €

Recommended treatment plan: 4 sessions 1,250 € | 6 sessions 1,750 €

Treatment performed using EMSCULPT NEO technology.

A high-intensity technology designed to strengthen muscles and reduce localized fat simultaneously, naturally redefining the silhouette.

Benefits

- Increases muscle mass.
- Reduces localized fat.
- Reshapes the body contour.
- Improves firmness.
- Promotes a stronger, more defined body.

BODY REGENERATION

Firmness · Elasticity · Skin Quality

90 min · 325 €

Recommended treatment plan: 4 sessions, 1,150 €

Treatment performed using EXION BODY technology.

A regenerative body treatment that improves the quality of tissue by stimulating the natural production of collagen and elastin for firmer, more even, and more resilient skin.

Benefits

- Improves firmness.
- Reduces sagging.
- Promotes tissue regeneration.
- Increases elasticity.
- Optimizes skin quality.



CELLULAR LONGEVITY PROGRAMS

Each program has been designed to take a holistic approach to skin care, combining regenerative technologies and cellular cosmetics in a 360° approach. Exclusive protocols developed by The Beauty Concept to preserve skin quality, enhance its regeneration, and support its longevity.

CELLULAR 360

Regenerate. Firm. Revitalize.

A comprehensive experience that combines skin barrier regeneration, muscle stimulation, and collagen activation to improve the skin's quality, firmness, and vitality.

- Cellular Infusion + EMFACE Lift (1 zona) + EXION Face Lift · 950 €
- Cellular Infusion + EMFACE Lift (2 zonas) + EXION Face Lift · 1.000 €

CELLULAR REGENERATION

Regenerate the skin from its very source.

A protocol that combines the restoration of the skin barrier with deep stimulation of collagen. An ideal treatment to be performed in a single session to achieve an immediate regenerative effect.

- Cellular Infusion + Cellular Lift · 600 €

BODY SCULPT

Strengthen your physique. Sculpt your figure.

A body contouring program that combines muscle building, localized fat reduction, and improved skin firmness to comprehensively transform the silhouette.

Includes

- 4 sessions Body Sculpt (EMSCULPT NEO)
- 2 sessions Body Regeneration (EXION BODY)

2.400 €

