



# Swiss Skincare Powerhouse DE MOI<sup>®</sup> by Demeë Koch Announces Highly Anticipated Canadian Debut and Exclusive Two-Day Launch Series

Day 1

**February 5, 2026**, 5:30pm to 8:30pm

Bar Allegro (formerly Vinoteca Pompette)

597 College Street

Toronto, Ontario

Day 2

**February 6, 2026**, 6pm to 9pm

Venture X Etobicoke

5343 Dundas St West, Suite 601

Toronto, Ontario

Exclusive Distributor in Canada  
and Event Host

**BIGHANI**   
CANADA

[www.demoi.ca](http://www.demoi.ca)



# Press Release



## **Swiss Skincare Powerhouse DE MOI® Announces Highly Anticipated Canadian Debut and Exclusive Two-Day Launch Series**

TORONTO, ON — February 2026 – Demee Koch, Founder of DE MOI by Demee Koch and a global pioneer in the Conscious Beauty Movement, in collaboration with Anna Patrizio, Pharmacist and Founder of Bighani Canada, is proud to announce the official entrance of DE MOI® into the Canadian market. This exclusive partnership brings Swiss-engineering, clinically proven, multifunctional formulas to a generation of discerning Canadian consumers.

To celebrate this milestone, Bighani Canada will host a two-day launch event series in Toronto:

February 5, 2026: "The Conscious Beauty Movement: A Night with DE MOI"

February 6, 2026: "Beauty as a Force For Good: From Founders to Global Pioneers"

[Read More and Download  
Press Release](#)

# About DE MOI



DE MOI (pronounced duh-mwah) is a **Swiss** purpose-led luxury brand and a leader of Conscious Beauty engineered for longevity, beauty, and healthspan.

For skin, scalp, and self. Every formula is designed with longevity in mind to protect, restore, and sustain. Our name means “from me,” a promise that beauty begins with authenticity, care, and self-respect and endures over time.

We use clinically proven active ingredients only and formulate with GMP/ISO-certified Swiss manufacturers. Our multifunctional, high-performance essentials are designed to be safe for people and the planet, and they give back. As SKW members and partners with CRB Intercos, Cosmetique SA, and Hogapharm, we anchor results in Swiss rigor and Swiss pharmacy standards.

*This is Conscious Beauty, Longevity-Encoded™: Protect • Restore • Sustain.*

**A brand created by a Swiss Filipina, now proudly entering the Canadian market.**



# Media Mentions

BAZAAR Harper's

Condé Nast  
**Traveler**

COSMOPOLITAN

marie claire

Women'sHealth

Red

John Bell & Croyden  
WIGMORE ST, LONDON

PHILIPPINE DAILY  
**INQUIRER**  
BALANCED NEWS • FEARLESS VIEWS

**ZKONMED**  
• THE BEAUTIFUL LIFE AWAITS •

**Forbes**  
Business Council

Trend  
magazine!

**blue**

HIPANDHEALTHY.COM

Evening  Standard

BRITISH  
**VOGUE**

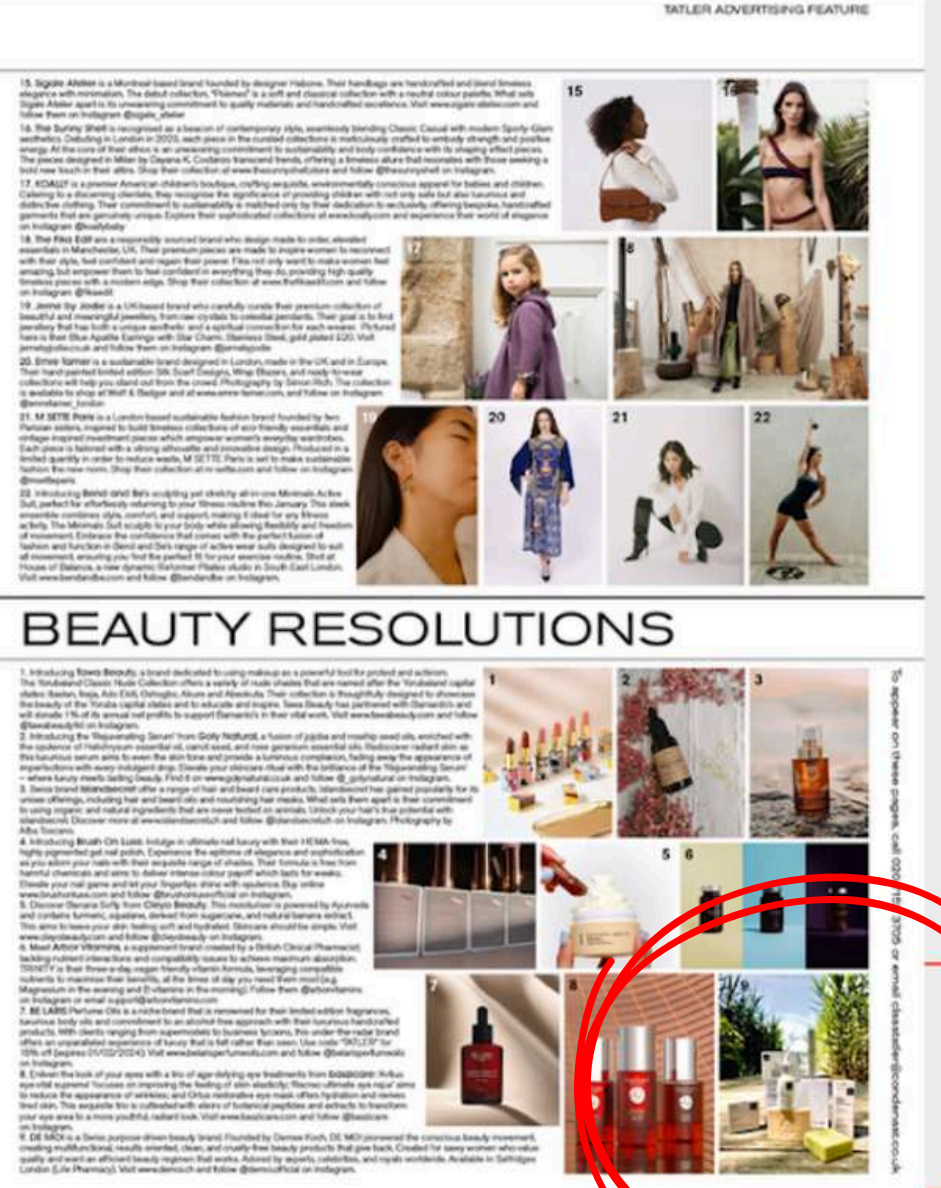
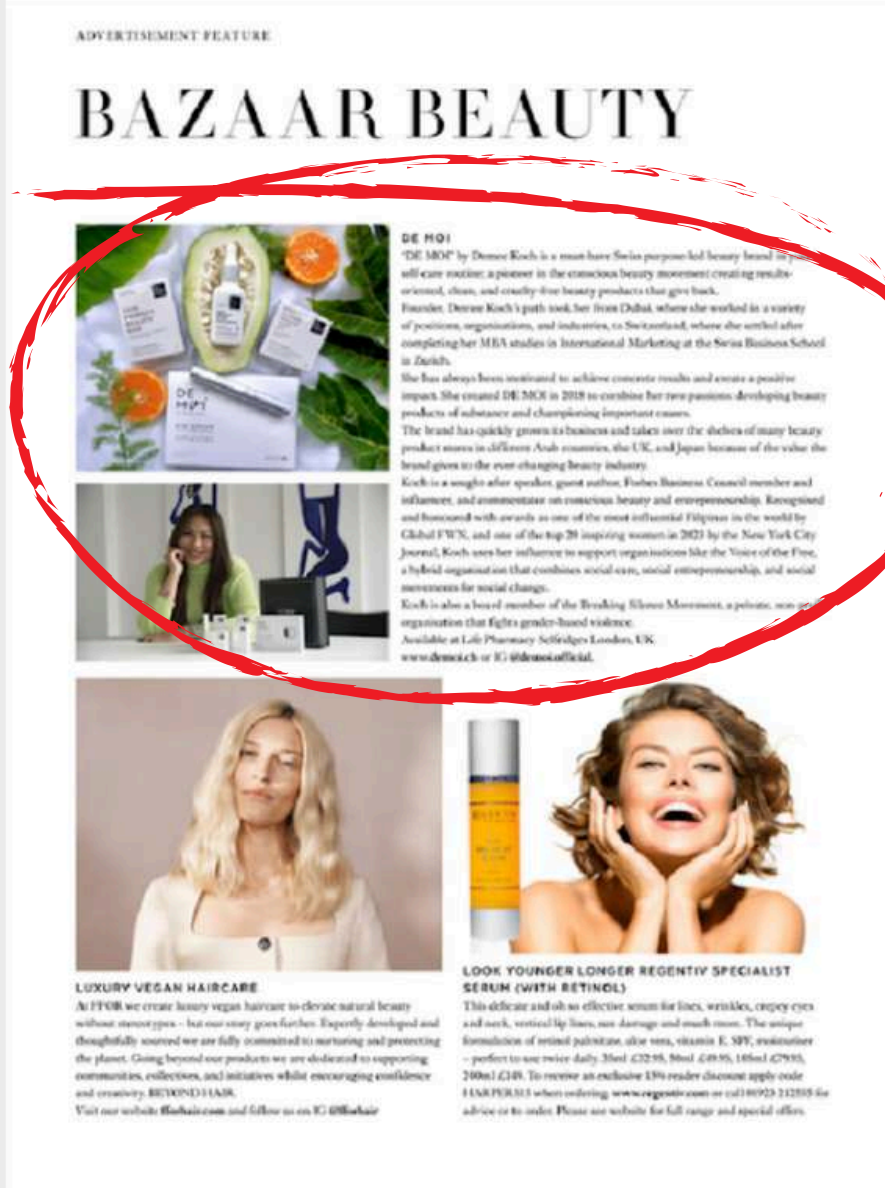
TATLER

GOOD  
HOUSEKEEPING

**TINGS**

PLUSMODEL  
*inspiration+style*

# Media Mentions



TATLER 2024 BEAUTY RESOLUTIONS PAGE

HARPER'S BAZAAR JUNE 2023

# Media Mentions



TRAVELLER ADVERTISING FEATURE  
**Condé Nast Traveller**  
 THE WORLD MADE LOCAL  
 DECEMBER 2025

## STAY IN STYLE

1. Discover the luxury of **BE STILL CANDLE**, a San Diego, California brand, brings tranquility to your home or travels with clean ingredient shower steamers that turn any shower into a sanctuary. Experience a moment of stillness a day. Visit [www.bestillcandle.com](http://www.bestillcandle.com) and follow them on IG: @bestillcandle
2. Tucked inside **HOUSE OF 29**, every merris design. Founder Sarah Mass David offers bespoke personal style, guiding guests through curated collections of fine jewelry and emerging designers. Every piece tells a story, turning a visit into an intimate journey of style. Visit [houseof29.com](http://houseof29.com) and follow @houseof29 on IG.
3. **DE MOI** is Swiss Smart Beauty with a quiet yet powerful cult following among beauty connoisseurs in Switzerland, the Middle East, and the UK. Discover the Bio Serum for eyelashes and eyebrows, the Bio Hair Serum for fuller, healthier-looking hair, and the High-Performance CC Cream SPF 30, the effortless skin essential. Available at Life Pharmacy, Selfridges Oxford Street and Hayatt Pharmacy London. Visit [demoi.com](http://demoi.com) and follow them on IG: @demoi.official
4. **VIVIANA HALIL** was built for women who crave refinement without limits. Female-led and proudly diamond free, they craft fine jewellery that proves beauty doesn't require permission or compromise. Modern luxury - made to empower. Explore [www.vivianahalil.com](http://www.vivianahalil.com) and follow @vivianahalil.official
5. **JUWELS & CO.** creates fine jewellery that celebrates connection, intention, and the beauty of personal meaning. The Tui et Moi Ring, handcrafted in Los Angeles, pairs two gemstones, each representing a personal bond, a shared moment, or a chapter of your own story. A modern heirloom for meaningful gifting and love without rules. Visit [juwels.co](http://juwels.co) and follow them on IG: @juwelsandco.official
6. **SCAPES BY ELIZABETH** is a Miami-based brand creating luxurious, versatile silk scarves inspired by travel and iconic landmarks. Each hand-drawn design captures a destination's essence. Crafted in Italy from 100% silk, the scarves transform effortlessly into tops, skirts, headpieces, and more - perfect for any occasion. Available in the UK at Wool and Badger. Visit [scapesbyelizabeth.com](http://scapesbyelizabeth.com) and follow @scapesbyelizabeth on IG.
7. **JUSTCO** is a female-led curated showroom in the heart of Miami. Featuring a considered selection that spans one-of-a-kind antiques to custom in-house builds, mixing the old with the new, always laced with character and lived-in charm. Visit [shopjustco.com](http://shopjustco.com) and follow @shopjustco on IG.
8. **JESSICA GWYNETH PHOTOGRAPHY** captures modern weddings with a timeless, film-inspired style. Creating images that feel both nostalgic and contemporary, her elegant work preserves genuine moments and unique details - celebrating the true nature of each couple. UK based, available worldwide. Contact at [jessicagwynethphotography@gmail.com](mailto:jessicagwynethphotography@gmail.com) IG: @jessicagwynethphotog
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10. **OLEAVIVA**'s exceptional extra virgin olive oil is a true treasure from sun-drenched Sicily - a perfect, unexpected gift for discerning palates. This limited-edition, small batch creation captures the rich aroma and exquisite taste of an extraordinary harvest. Awarded gold medals in top international competitions, it embodies purity, tradition, and the joy of sharing something truly remarkable. Discover [oleaviva.com](http://oleaviva.com) and @oleaviva on IG.
11. Handcrafted in Switzerland with meticulous care, **LOONAWELL** creates organic, human grade recipes for dogs who are part of life's most meaningful journeys. Each product reflects a commitment to quality, health and thoughtful living. Discover more at [loonawell.com](http://loonawell.com) and follow @loonawell.official on IG.
12. Accessorizing is an art - and **JO L'ACQUA** masters it beautifully. This unique British brand helps you discover, define and accessorise your personal style. Whether you're a timeless classic or an earthy natural, take their simple style test and choose quality, affordable jewellery that feels authentically you. Visit [jolacqua.co.uk](http://jolacqua.co.uk) and follow @jo.lacqua on IG. Photography by @jadeianaphotography
13. Founded in 2019 by Lynn Jenkins, **SYDONI SKINCARE AND BEAUTY** symbolises strength, beauty and individuality. The Aqua Bomb Hydrating Gel Cream by Sydoni Skincare contains a mixture of Botanical Hyaluronic Acid, Plant Stem Cells, and Peptides. It nourishes your skin with moisture and helps to leave it feeling hydrated and soft. Suitable for all skin types. Where beauty is diverse, multifaceted and deeply personal, discover more at [sydoniskin.com](http://sydoniskin.com) and follow @sydoni\_skin on IG.
14. **KERRY WB** - Kerry W B Henderson is a Scottish artist and graphic designer. After 9 years designing with Scottish Field magazine she decided to get back to her love of painting. The wonderful detail and layered chalky finish to her work in gouache can be viewed at [artbykerryhenderson.com](http://artbykerryhenderson.com) follow @artbykerryhenderson on IG or email [artbykerry@gmail.com](mailto:artbykerry@gmail.com)

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## STAY IN STYLE

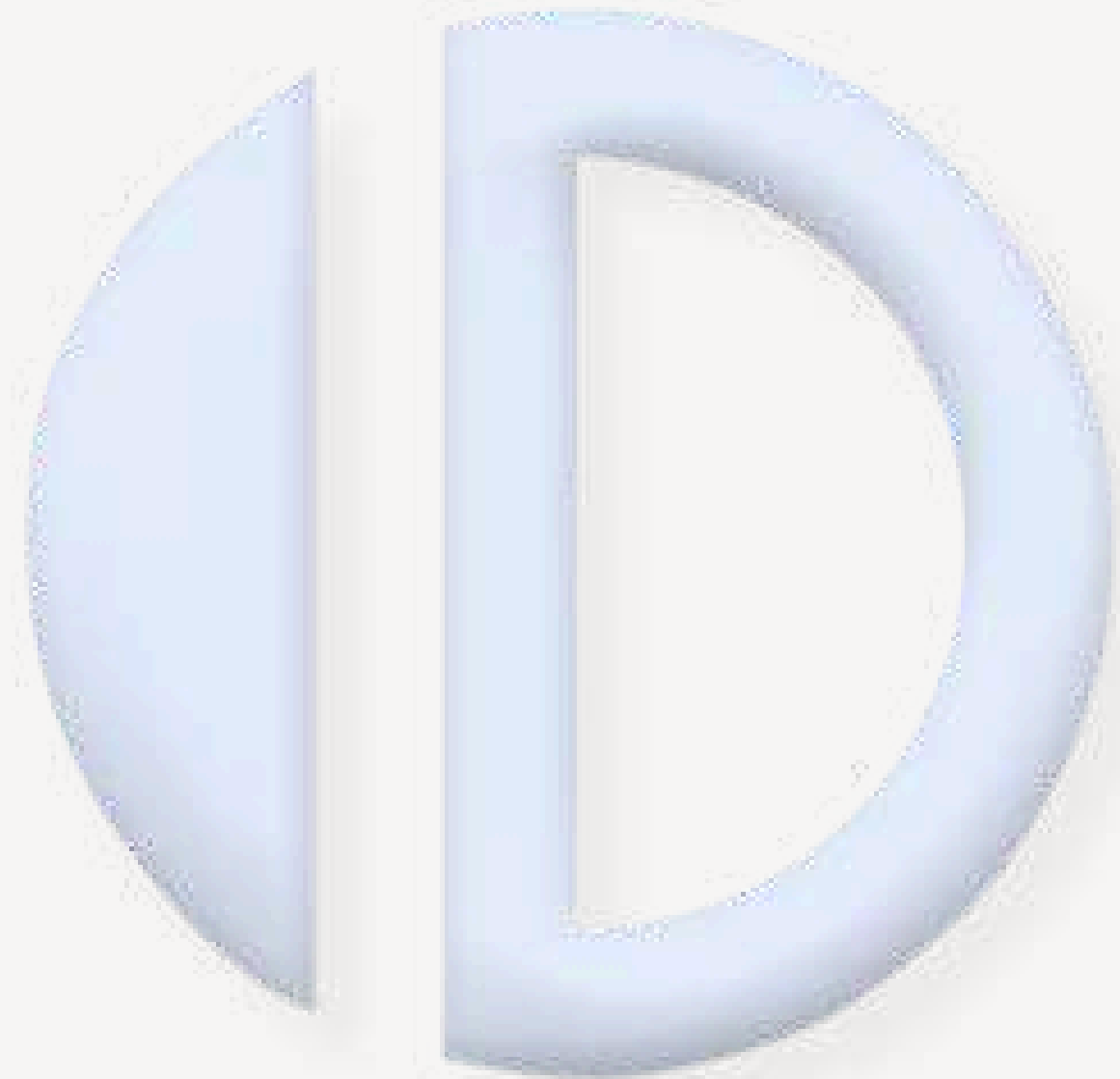
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CONDÉ NAST NOVEMBER AND DECEMBER 2025

# The Conscious Beauty Movement: Our Four Pillars

**Redefining beauty**



**Normalizing Social Impact**

**Giving Back**

**Conscious Consumption**

DE MOI is at the forefront of Conscious Beauty.  
This is Smart Beauty in practice, products, and habits designed to last.

# Meet the Founder: Demee Koch

A Swiss Filipina Redefining Global Beauty

Under her leadership, DE MOI is reshaping the beauty landscape with four Conscious Beauty pillars:

- Smart Beauty: High-performance, multifunctional solutions that save time, money, and reduce waste
- Giving Back: Every product supports real communities
- Conscious Consumption: Encouraging thoughtful, value-driven choices
- Redefining Beauty: Prioritizing well-being over perfection

A recognized global thought leader, Demee has earned international awards, advisory roles, and the trust of experts, royals, and changemakers alike.

But what sets her apart?

She's not just disrupting the industry, she's rebuilding it with purpose.



# Meet the Founder: Demee Koch

A Filipina Redefining Global Beauty

## Ready-to-use Soundbites

“DE MOI has never been about noise. It’s always been about resonance; growing quietly yet powerfully, whisper by whisper, from one country to another. Often through a friend, a traveler, or a client who simply can’t gatekeep the glow.”

[Download  
DE MOI logos](#)



[Download  
Demee Koch's Photos](#)

# Bighani brings DE MOI to Canada (Event Host)

**BIGHANI**  **CANADA** is the exclusive Canadian distributor of DE MOI across the country, providing Canadian consumers access to world-class, exquisite, and purpose-driven brands.



**Anna Patrizio, R.Ph.** Founder and Owner, Bighani Canada

Pharmacist, entrepreneur, and Top 100 Canada's Most Powerful Women and Most Influential Filipina Women in the World recipient, Anna Patrizio, a Filipina Canadian, on a mission to bring "*Beauty with Purpose*" to Canada.

With 20+ years of clinical expertise, Anna founded Bighani Canada to introduce brands that perform as well as do good. Her latest venture, DE MOI Canada, merges high-performance sustainable skincare with a global mission to empower women. From pharmacy clinic to agriculture philanthropy in the Philippines, Anna is proving that the future of beauty is ***clinical, ethical, and transformative.***

# Bighani brings DE MOI to Canada (Event Host)



**Anna Patrizio, R.Ph.**  
Founder and Owner  
Bighani Canada

## **Ready-to-use Soundbites**

“Bighani is the Filipino word for allure, but to me, it’s more than a look—it’s a way of being. While beauty may be a gift of genetics, being truly captivating is the hard-earned result of intentional well-being.

It begins with integrity and humility. By doing the work to care for ourselves, we unlock the capacity to truly care for our communities.”

[Download  
Bighani Canada logos](#)

[Download  
Anna Patrizio’s Photos](#)

# What We're Launching in Canada?

*Hero product*

## DE MOI All You Need HIGH PERFORMANCE CC CREAM



- **Swiss-made**, ethically formulated, cruelty-free
- **Multifunctional**: skincare + makeup + SPF 30 (six active ingredients)
- **Inclusive**: for all skin types, tones, ages, genders
- **Clinically tested**: 90% of users reported more even skin tone; 100% skin tolerability (for acne-prone and all skin types)
- Oryza Sativa (Rice) starch
- Compliant with and authorized by  Santé Canada Health Canada

A modern CC cream designed for women who want skincare and makeup in one effortless step. Created by DE MOI® founder Demee Koch, this formula responds to the needs of a busy, mindful, and conscious beauty consumer. After years of searching for a product that was performance-driven, ethical, time-saving, and socially responsible, she chose to develop one herself.

Crafted in partnership with one of the world's most innovative Swiss cosmetic laboratories and reviewed in accordance with Health Canada standards, this CC cream is the result of nearly two years of careful research and refinement. The outcome is a breathable, multi-benefit formula that hydrates, protects, and subtly perfects— designed to support skin through Canada's seasonal shifts— comforting in the cold, balanced in the heat, and breathable year-round

[Download product photos here](#)



For more details about the product, visit [www.demoi.ca](http://www.demoi.ca)

# What We're Launching in Canada?

*Hero product*

## DE MOI All You Need HIGH PERFORMANCE CC CREAM




Each ingredient is meticulously chosen for its efficacy. Our formula is powered by:

- **Epilobium Fleischeri** – Regulates sebum, reduces shine, and soothes skin.
- **Leontopodium Alpinum (Edelweiss)** – A Swiss Alpine antioxidant that helps protect collagen and fight oxidative stress.
- **Camellia Sinensis (White Tea)** – Provides anti-pollution and antioxidant defense.
- **Vitamin E (Tocopheryl Acetate)** – Shields against free radicals and enhances radiance.
- **Oryza Sativa (Rice Starch)** – Offers a soft-focus, oil-absorbing, and calming effect.
- **Vita Té** – A white tea-derived complex, offering antioxidant and pollution-protection benefits.


No other CC Cream offers this level of skin-enhancing ingredients.

# What We're Launching in Canada?

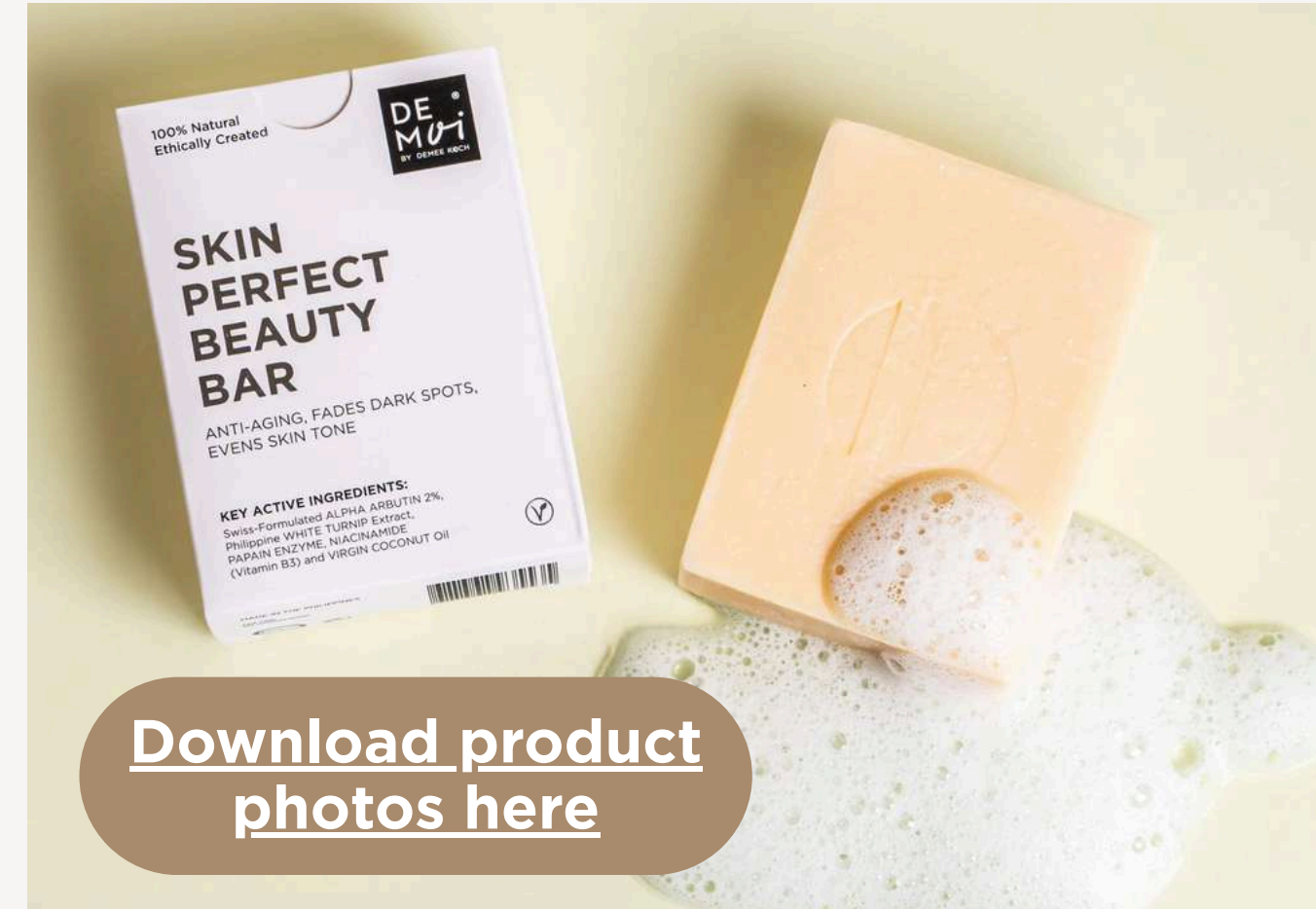
## Skin Perfect Beauty Bar

- Brightens and supports a more even complexion
- Smooths and refines texture
- Gently exfoliates with enzyme activity
- Nourishes the skin with rich botanical oils
- Papain enzyme, coconut oil
- Compliant with and authorized by  Santé Canada Health Canada

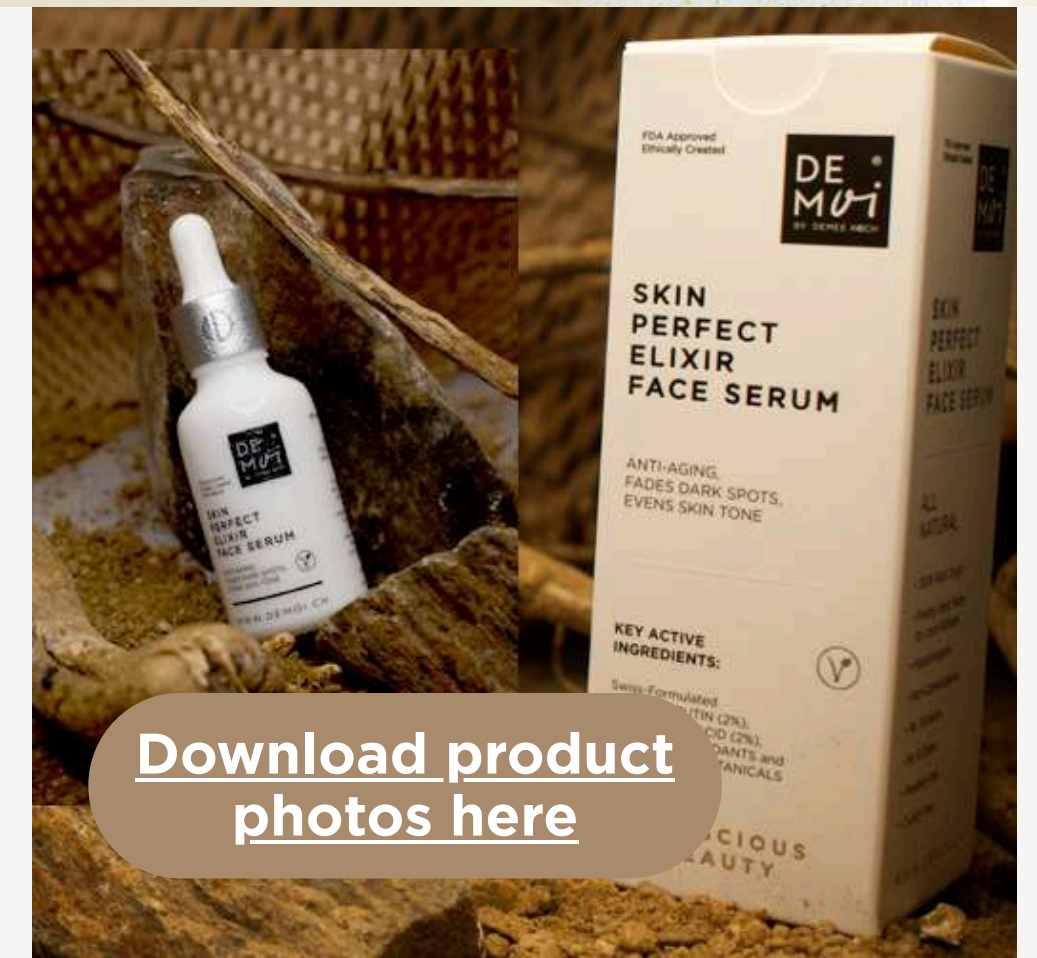
## Skin Perfect Elixir Face Serum

- Lightweight elixir blends Swiss-formulated Alpha Arbutin with hydrating Hyaluronic Acid, Vitamins C & E
- Brightens and evens out skin tone
- Targets dark spots, discoloration, and dullness
- Deep, lasting hydration, and plumping
- Aloe vera extract
- Compliant with and authorized by  Santé Canada Health Canada

For more details about the product, visit [www.demoui.ca](http://www.demoui.ca)



[Download product photos here](#)



[Download product photos here](#)

# DE MOI by Demmee Koch for Canadians

Compliant with and authorized by



Santé  
Canada

Health  
Canada

## Made for Canadian Seasons

Hydrates, protects, and brightens through cold winters, dry air, and warm summers.

## Clean and Conscious Beauty

Swiss-made, dermatologically tested, and purpose-driven, beauty that feels good and does good.

## For All Skin Types and Tones

Gentle, intelligent skin tone perfection that works beautifully for every skin type and complexion.

## Simple Routines for Busy Lives

Three essentials, multiple benefits:

- CC Cream that replaces several steps
- Serum for glow, hydration, and clarity
- Beauty Bar that brightens and nourishes

## Beauty with Purpose

Every product supports education and empowerment initiatives.



# Testimonials



**Michèle Seligmann** Co-CEO & Head of Production at stories AG (Zurich)

I use cc cream around 5 weeks and I'm so happy. My skin is even and glowing and I got so many compliments. The best thing about it, the cream feels so light on my skin, Like wearing nothing and is easy to apply. No other SPF needed. The perfect summer no makeup. Thank you so much for inventing this cream 🥰

**Jenni Bachmann**

**I found my miracle cream!** It's a miracle cream! *Coming from a cancer survivor where every product I've tried leaves me with break outs and allergies.* And because of that, I don't have any beauty routine and I don't get facials or any treatment. It has been a struggle to find a product that is not only compatible but also heals my dry skin. DE MOI CC Cream turns my skin smoothly and perfectly, instantly giving radiance to my sensitive skin. The cream even out my skin tone nicely, it is enough for everyday use sans makeup. I'm in love with DE MOI ❤️



**Namee Singh** Entrepreneur and Angel Investor, London, UK

DE MOI's CC Face Cream is a stunning example of conscious smart beauty done right, combining Swiss-made precision with an ethical, refined touch. The lightweight formula melted effortlessly into my skin, leaving no trace of heaviness or residue. The effects were immediate. Despite my oily-to-normal complexion, it lasted beautifully throughout the day without clogging pores. Since using, my skin actually feels in better condition. The tone-perfecting effect - a revelation; seamlessly evening out my skin without ever appearing "placed" or artificial. Its silky texture, delicate scent made every application indulgent, yet clean. It has light reflecting properties, which looked incredible under natural sunlight or at indoor events under bright lighting at castings; this CC cream is my go-to product. Remarkably, only the lightest amount was needed for full, natural coverage that endured from morning to night. DE MOI crafts a product that unites luxury, ethics, and performance in one perfect offering.



on socials

 [@demoidca](https://www.instagram.com/demoidca)

 [DE MOI Canada](https://www.facebook.com/DEMOICanada)



[Access on Instagram](#)



[Access on Instagram](#)

# Exclusive Two-Day Launch

DAY 1



**First Look: Unveiling The New Standard of Skin Confidence**

**February 5, 2026**

Bar Allegro (formerly Vinoteca Pompette)  
597 College St., Toronto, Ontario 5:30 PM - 8:30 PM

RSVP required

Scan to RSVP



[bit.ly/DEMROID2Launchreg](https://bit.ly/DEMROID2Launchreg)

Event hosted by

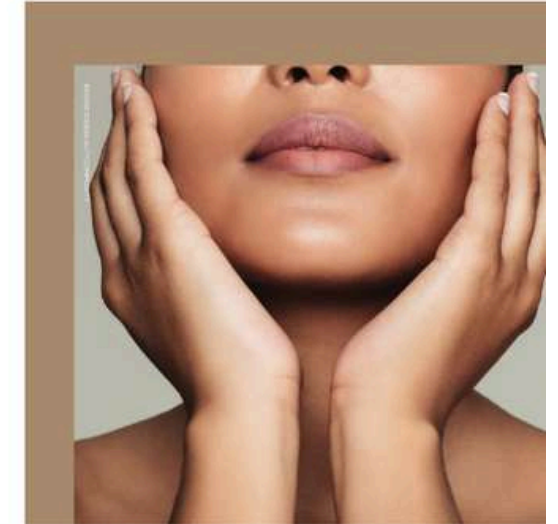


DAY 2

## Beauty as a Force for Good From Founders to Global Pioneers

FEBRUARY 6, 2026

VENTURE X, ETOBICOKE, TORONTO, ON



RSVP required

Scan to RSVP



[bit.ly/DEMROID2Launchreg](https://bit.ly/DEMROID2Launchreg)

Event hosted by



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#DEMOICANADA

For inquiries, contact:

ANNA PATRIZIO [admin@bighanitrading.com](mailto:admin@bighanitrading.com)

TONI LEYBLE [toni@bighanitrading.com](mailto:toni@bighanitrading.com)

[www.demoi.ca](https://www.demoi.ca)

(under construction)

**Hashtag:** #DEMOICanada #ConsciousBeautyMovement

[Download Official Posters](#)

# Why these events matters?

These events mark the official Canadian market entry of **DE MOI** by Demee Koch, distributed by **Bighani Canada**.

**Day 1** is the unveiling of the Conscious Beauty Movement in Canada with key opinion leaders in beauty, lifestyle and fashion industries.

**Day 2** serves as a leadership forum featuring Canada's "Top 100" award-winning founder and TEDx speaker/psychology expert.



## OUR GOAL

To create a community that supports women who break barriers, expand horizons, propose limitless possibilities and change the narrative around beauty.

# Day 1 (Feb 5) Panelists



**Carmelia Ray**

Red Carpet Host  
Celebrity Brand Strategist  
[@carmeliaray](#)



**Demee Koch**

Founder of DE MOI  
Conscious Beauty Pioneer  
[@demee.official](#)



**Christine Tolibas**

CEO and Founder  
Blush Me Up by CHARMartistry  
[@follow\\_moi\\_christine](#)

## What to expect?

An intimate gathering of industry and key opinion leaders share stories of how beauty becomes a force that heals, connects, empowers, and transforms.

# Day 2 (Feb 6) Panelists



**Anna Patrizio, R.Ph.**

Founder and Owner  
Bighani Canada  
[@annapatri27](https://www.instagram.com/annapatri27)



**Demee Koch**

Founder of DE MOI  
Conscious Beauty Pioneer  
[@demee.official](https://www.instagram.com/demee.official)



**Dr. Monica Vermani**

Clinical Psychologist,  
Author, TEDx Speaker,  
and Mental Health Advocate  
[@drmonicavermani](https://www.instagram.com/drmonicavermani)



**Carmelia Ray**

Red Carpet Host  
Celebrity Brand Strategist  
*Moderator*  
[@carmeliaray](https://www.instagram.com/carmeliaray)

## What to expect?

A community event where we unveil a brand built on the same foundations as our leaders: Innovation, Resilience, and Impact. DE MOI arrives in Canada to empower every woman to rise—not just with confidence, but with a commanding conscience. Across every industry, from science to the arts, we are moving beyond the glass ceiling to claim our place on the global stage.

# Important Links and Resources



Click to download



[DE MOI Logos](#)



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[Anna Patrizio](#)



[Bighani Canada Logos](#)



[Official Event Posters](#)



[DE MOI Products](#)



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Communications Manager, Bighani Canada  
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