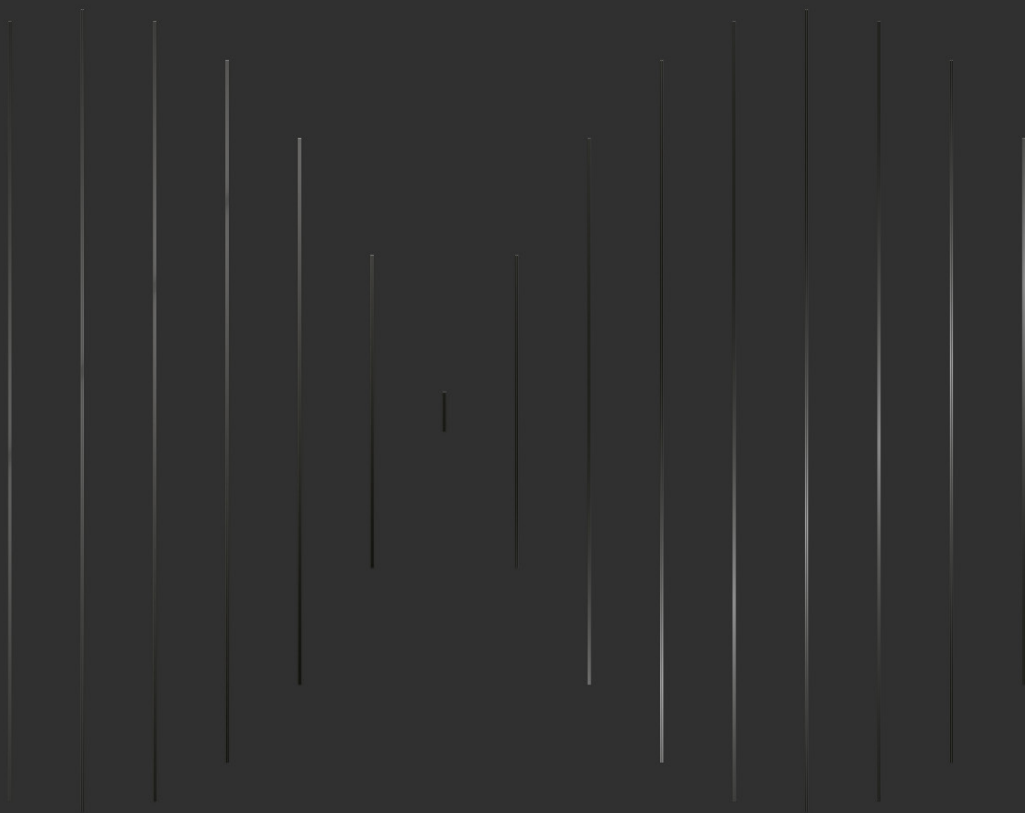


Haelixa

Prevent
Counterfeiting.

Protect
Brand value.



When authenticity is uncertain, **luxury is at risk.**

Counterfeit goods are no longer confined to the margins of the luxury market. They now move through legitimate channels, including returns, after-sales services, repair networks and secondary marketplaces.

When authenticity cannot be confirmed with certainty, brand equity erodes, operational risk rises and consumer trust weakens. According to OECD data, counterfeiting drives an estimated \$250 billion in annual losses across the global luxury sector.

In Switzerland alone, the watch industry is thought to lose \$1.88 billion each year to counterfeit activity.



Why do we use DNA markers?

Marker is invisibly embedded into product itself.

It is highly secured and can not be removed.

Marker provides forensic-grade proof of authenticity.

It can be verified independently within 30 minutes.

Benefits for Luxury Brands

Protect brand equity & trust

Add forensic proof to authenticity claims and safeguard long-term brand value.

Independent, on-demand verification

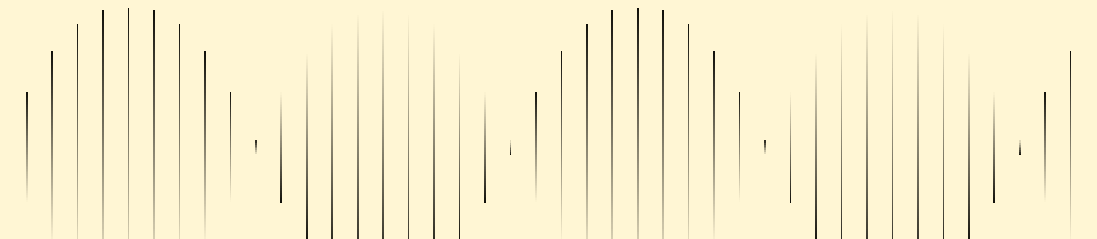
Authenticate products anywhere, at any stage of their life cycle.

Operational security

Prevents counterfeit returns, component swapping and warranty fraud.

Future-ready infrastructure

Strengthen Digital Product Passports and existing identification systems with physical proof.



Haelixa delivers ProofDNA™, a forensic, DNA-based authentication solution **that embeds proof of authenticity directly into the product.**

An invisible DNA marker, unique to each brand, is integrated at material level. It is invisible, permanent and cannot be removed, altered or copied. This is not a tag or label, but a forensic marker that stays with the product its entire lifecycle, from production to resale, repair returns, and the next generation.



The solution works across high-value goods including watches, jewellery and leather, complementing existing systems such as Digital Product Passports, NFC or QR codes.



A simple solution to a complex problem

Haelixa's patented application process is designed to integrate seamlessly into existing production and retail environments.

Products are treated with the DNA marker solution for a short period. The liquid penetrates the material and evaporates, leaving no visible residue. No additional cleaning, polishing, or process changes are required.

The process is efficient, discreet, and suitable for high-volume batch marking. Products leave production unchanged in appearance but permanently secured at material level.

Fast & Independent Verification

Authenticity can be verified independently at any point in the supply chain or product life cycle. A simple surface swab is taken and analysed. Results are available within 30 minutes, delivering a clear, binary proof of authenticity.

This enables brands, retailers, and service centres to authenticate products in real time, at boutiques, workshops, warehouses, or returns desks.



1



Marking

Invisible DNA markers are bound directly to the finished product.

2



Distribution

Products enter circulation with embedded forensic proof.

3



On-demand verification

Authentication is verified via a simple swab and forensic test.

4



Record and certify results

Verification outcomes are documented in Certificates of Analysis (COA) and shared securely.

About Haelixa

Founded in Switzerland in 2016 as a spin-off from ETH Zurich, Haelixa provides a category-defining authenticity framework for trusted global supply chains.

Haelixa enables independent verification in environments where documentation alone is not sufficient. Its patented DNA marker technology provides luxury brands with scientifically verifiable, product-level proof of origin and authenticity.



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