

PENTAVITIN®

The true hydration artist!

Imagine true hydration

City life is an amazing experience, full of opportunities, but it exposes our skin to constant attack. Every day, indoor and outdoor stress negatively affects the skin's natural hydration, causing it to dry out much faster. The key needs of skin exposed to urban stress are fast-acting and long-term hydration with targeted care for problem areas.

DSM researches developed revolutionary visualization technology, which they used to study dry skin and hydration in Chinese women living in the highly-polluted megacity of Beijing. This technology allowed researchers to produce color images of the face, that showed Chinese women have excessively dry skin in the problematic cheek and jaw areas. These remarkable images also revealed the true hydration power of DSM's natural moisture-magnet PENTAVITIN®.

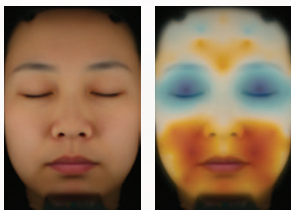
Three hours after a single application, excessively dry skin areas were already much better hydrated. Used daily, PENTAVITIN® provides powerful hydration to all facial areas. Regular use of PENTAVITIN® brings tired, dry skin back to life, giving consumers a confidence boost and a smile on their face.

Benefits

- Consumers confidence and smile
- True hydration power to all facial areas
- Excessively dry skin areas quickly become hydrated
- Brings tired, dry skin back to life

DSM discovery

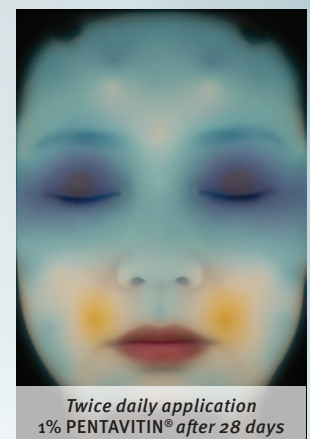
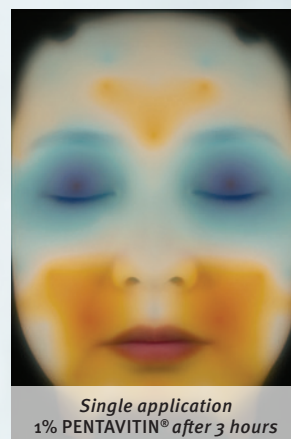
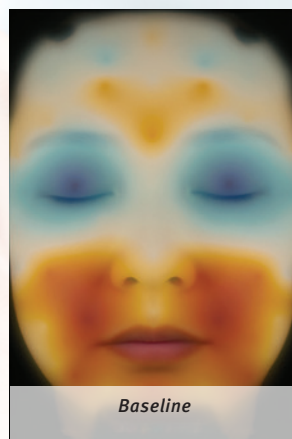
Chinese women have excessively dry skin, particularly in the lower part of the face.



Facial color mapping hydration study Beijing, China

True skin hydration with 1% PENTAVITIN®

- Visible facial hydration after 3 hours and 28 days with 1% PENTAVITIN®.
- Used for 28 days, 1% PENTAVITIN brings tired, dry skin back to life.



True skin hydration power with 3% PENTAVITIN®

- Visible skin hydration power after 3 hours and 28 days with 3% PENTAVITIN®.
- Used for 28 days, 3% PENTAVITIN® provides powerful hydration, particularly to the excessively dry cheek area.

