

# PENTAVITIN®

No more skin dryness  
after cleansing!

NUTRITION · HEALTH · SUSTAINABLE LIVING



**DSM**

BRIGHT SCIENCE. BRIGHTER LIVING.



# The biggest post-cleansing pain-points for consumers around the world are ....

## Here's what consumers around the globe told us:

- After showering my cheeks and forehead pull
- My skin itches, especially in winter
- In autumn when I shower my skin is dry, stinging and itchy
- After removing make-up with a facial cleanser my skin feels dry
- In the evening, I clean with a cleansing gel but my skin pulls

# Consumers are looking for effective skin cleansers that provide post-cleansing moisturization



.... IMMEDIATELY  
MOISTURIZING



.... MOISTURIZING  
THAT LASTS ALL DAY

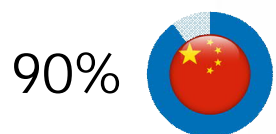
# "Hey Google... Why is My Skin So Dry?"

*Consumers seek answers for increased skin dryness*



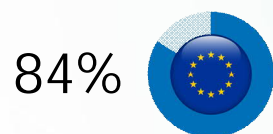
# Consumers are willing to pay more for skin cleansers that...

... ARE NATURAL



of Chinese body care users consider 'made from natural ingredients' as an important purchasing factor

... HAVE DE-STRESSING BENEFITS



of consumers agree that showering/bathing can be good way to reduce stress

... ARE PRODUCED IN A SUSTAINABLE WAY



of consumers agree that products should be produced in an ethical and sustainable way

... SMOOTH THE SKIN



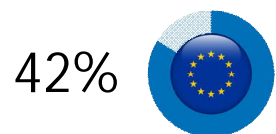
of shower gel buyers in China would pay more for products that leave the skin feeling smooth after use

... HYDRATE THE SKIN



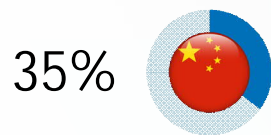
of shower gel buyers in China would pay more for products that hydrate the skin

... HAVE BENEFITS THROUGHOUT THE DAY



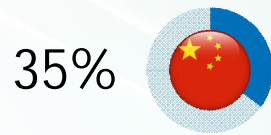
of soap, bath and shower product users in Europe would pay more for products that have benefits throughout the day

... ARE FREE FROM (CLEAN BEAUTY TREND)



of buyers of soap, bath and shower products in China would pay more for products "free" from certain ingredients

... ARE FOR SENSITIVE SKIN



of soap, bath and shower product buyers in China would pay more for products for sensitive skin.

... ARE VEGAN



Vegan claims are on the rise and tie in with natural, eco and sustainable movements



# The world of PENTAVITIN®



# What is PENTAVITIN®?

*100% Natural - Fully Sustainable*

- PENTAVITIN® is made by transforming edible kernel corn sugars into a skin identical sugar complex similar to the carbohydrate complex (NMF) found in human stratum corneum.
- SUSTAINABLE process due to the use of a sophisticated SUGAR ISOMERISATION TECHNOLOGY
- Process in water using mild temperature conditions to reduce energy and waste



INCI name (active)  
Saccharide Isomerate

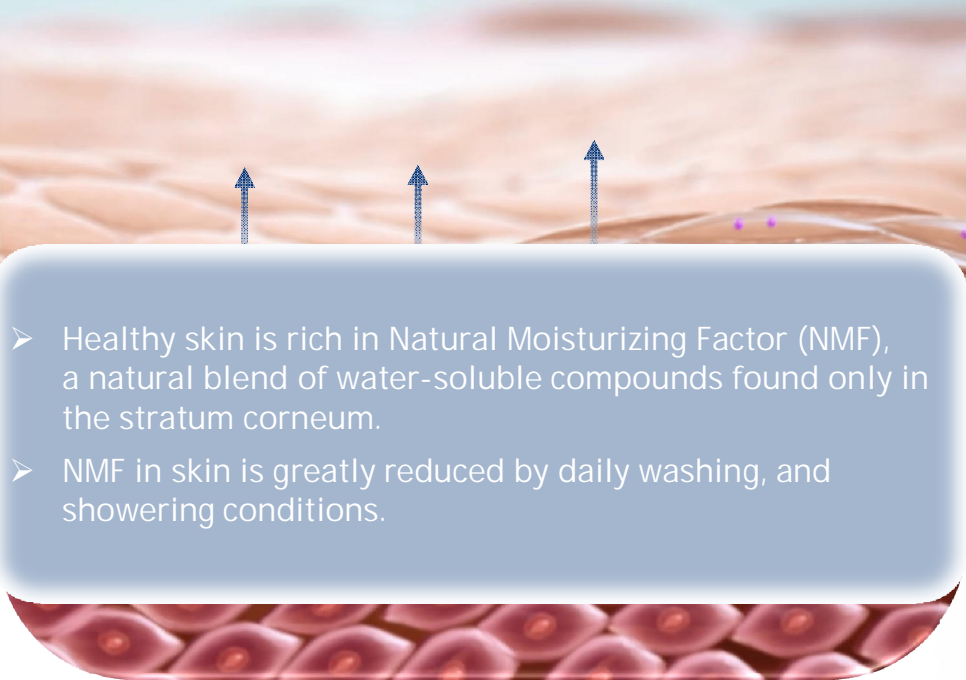




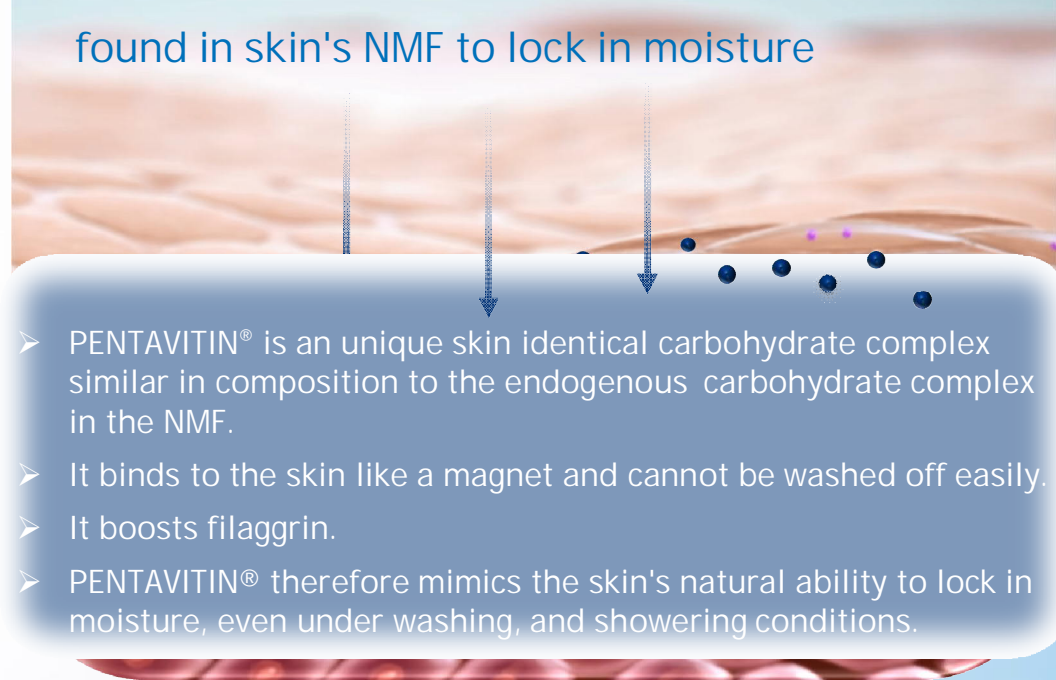
# The Science behind PENTAVITIN®

## NMF Biomimicry

### NMF – The Key to Sustaining Skin Hydration

- 
- The diagram shows a cross-section of skin with a wavy surface representing the stratum corneum. Three blue arrows point upwards from the skin surface, indicating the loss of moisture. Below the skin surface, several red, oval-shaped cells are visible.
- Healthy skin is rich in Natural Moisturizing Factor (NMF), a natural blend of water-soluble compounds found only in the stratum corneum.
  - NMF in skin is greatly reduced by daily washing, and showering conditions.

### PENTAVITIN® mimics essential molecules found in skin's NMF to lock in moisture

- 
- The diagram shows a cross-section of skin with a wavy surface. Three blue arrows point downwards towards the skin surface, indicating the application of PENTAVITIN®. Small black and blue dots are shown on the skin surface, representing the product molecules. Below the skin surface, several red, oval-shaped cells are visible.
- PENTAVITIN® is a unique skin identical carbohydrate complex similar in composition to the endogenous carbohydrate complex in the NMF.
  - It binds to the skin like a magnet and cannot be washed off easily.
  - It boosts filaggrin.
  - PENTAVITIN® therefore mimics the skin's natural ability to lock in moisture, even under washing, and showering conditions.



# Multifaceted Benefits

## PERFORMANCE

PENTAVITIN® is proven to address the 5 vital signs of dehydrated skin



## HYDRATION POWER

- PENTAVITIN® gives 72 Hours long lasting deep hydration
- PENTAVITIN® gives consumer-perceivable improvement in hydration, flakiness, skin discomfort, smoothness and appearance.
- PENTAVITIN® gives 3 HOURS hydration boost to excessively dry skin areas
- PENTAVITIN® gives 28 DAYS true hydration power to all facial areas



## BROAD USE

PENTAVITIN® can be used in rinse-off products and leave-on skin care from head to toe



## SCIENCE-PROVEN MOISTURE MAGNET

ONLY PENTAVITIN® has proven unique skin binding action making it highly effective in rinse-off and leave-on products.





# PENTAVITIN®

*No more skin dryness after cleansing!*

CLINICALLY PROVEN AND SIGNIFICANT RESULTS IN SHOWER GEL/BODY WASH

AFTER JUST ONE USE



- ✓ Immediate reinforced skin barrier

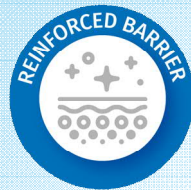


- ✓ 24 Hours long lasting hydration



- ✓ Skin moves from dry to normal

EVEN AFTER FREQUENT SHOWERING



- ✓ Reinforced skin barrier



- ✓ Post-shower dryness prevention



- ✓ Optimum hydration





# Disclaimer

Copyright © 2020 DSM Nutritional Products, 4002 Basel, Switzerland.

[www.dsm.com/personal-care](http://www.dsm.com/personal-care). All rights reserved.

Although DSM has used diligent care to ensure that the information provided herein is accurate and up to date, DSM makes no representation or warranty of the accuracy, reliability, or completeness of the information. This presentation only contains scientific and technical information for business to business use. Country- or region-specific information should also be considered when labeling or advertising to final consumers. This publication does not constitute or provide scientific or medical advice, diagnosis, or treatment and is distributed without warranty of any kind, either expressly or implied. In no event shall DSM be liable for any damages arising from the reader's reliance upon, or use of, these materials. The reader shall be solely responsible for any interpretation or use of the material contained herein. The content of this document is subject to change without further notice. Please contact your local DSM representative for more details. All trademarks listed in this brochure are either registered trademarks or trademarks of DSM in The Netherlands and/or other countries unless explicitly otherwise stated.