CORNEOCARE™

Creating a beautiful future for your skin today with CORNEOCARE™ approach
The Truth about Beauty...

Key facts:

- 83% of women agree they have higher beauty standards than women had in the past

- 72% women state they know more about beauty and believe in its POWER comparing to their moms and aunties

- Dry body skin continues to be the #1 unmet cosmetic skincare consumer need around the world

- In the US, more than 70% of women are dissatisfied with their current moisturizer

Data source:
McCann research data, 2011, 15 countries worldwide
P&G Beauty & Grooming Breakthrough III research, 2005
The Claim Game in the Moisturizers Market

According to top skin care trends and new market launches data, moisturization alone no longer delivers on the broader consumer needs. The quest is on for more effective skin care products that deliver on broader skin care needs, and work over time never stops.

All-in-one miracle solutions, long-lasting and effective skin care products that promise future results are the ones that win in the marketplace.
A Holistic Skin Beauty Approach

Key facts:

• Epidermis and dermis are the two important and interrelated skin layers that define skin beauty.

• While most of ageing processes happen in skin dermis, epidermis is mostly responsible for the sensational aspect of skin beauty.

• Good all-round epidermal - dermal care is the core of the holistic skin beauty approach.
Our Holistic Skin Beauty Approach

Ultimate Sensation:
Ultimate skin sensation is the result of perfectly soft, smooth, and pleasant-to-touch skin. When the skin’s outermost layer is perfectly moisturized and its barrier function working properly, your spirit is lifted and your inner confidence in your beauty raised.

Beautiful Appearance:
The appearance of your skin is defined by the fundamental skin care routine you practice every day, i.e. cleansing, moisturization and anti-ageing to ensure your internal skin system functions properly, as well as advanced skin care to target specific skin care concerns, such as dark circles around the eyes, loss of elasticity, sagginess, etc.
CORNEOCARE™ - Holistic View on the Epidermis

• There is a lack of product innovation improving skin sensation

• CORNEOCARE™ is a holistic approach to look at epidermis related skin sensation

• It is a path to create a beautiful skin future via building a strong skin epidermal barrier function

• CORNEOCARE™ - a complement to the Anti-Ageing regime that contributes to the whole skin experience
CORNEOCARE™ Benefits Skin Sensation

• Strong and functioning epidermis is the basis for the positive skin sensation
• Regardless of age CORNEOCARE™ improves skin sensation over time
CORNEOCARE™ Benefits Skin Appearance

• **Delays visible signs of ageing:** a well-functioning epidermis, operating at its maximum, ensures delay of premature signs of ageing

• **Reduces visible signs of ageing:** CORNEOCARE™ has a cumulative effect, diminishing the extent of ageing over time
The epidermis is comprised of several different but related barriers.

Unlike common consumer perceptions, its barrier function goes beyond simple moisturization and is responsible for many factors in the short and in the long term.
Key Processes in Epidermis

Epidermal programming:
- Desquamation
- Cornification
- Differentiation
- Proliferation

Corneocytes
- ≈ 10 - 15 μm
- “dead epidermis”

Keratinocytes
- ≈ 100 - 200 μm
- “living epidermis”

STRATUM CORNEUM

EPIDERMIS
Validated test designs and methods prove the efficacy of ingredients on the functional level in *in vivo*

Proven scientific data and extensive screening assays validate efficacy on the cellular and structural level

Extensive *in vitro* and *ex vivo* studies scientifically validate ingredients’ benefits on the gene, and molecular level

Scientific findings on the epidermal level translate into relevant and substantiated consumer benefits
CORNEOCARE™ Time-wise Approach

CORNEOCARE™ ingredients have a consumer-relevant time dimension: they deliver short-, mid- and long-term benefits

**SHORT-TERM**
hours to several days

Activity mainly on molecular and cellular levels, benefits are perceivable in a short time, e.g. hydration of keratin and inhibition of irritation reactions

**MID-TERM**
one to several weeks

Benefit focus mainly on structural levels, overall epidermal status starts to improve, e.g. improved lipid synthesis and optimized desquamation

**LONG-TERM**
one to several months

Benefits focus mainly on functional levels, long-lasting holistic benefits on epidermal functionality, e.g. improved barrier function and increased epidermal thickness
CORNEOCARE™ Ingredient Choice Criteria

• Builds on an unmet consumer need, offering a field for new marketing concepts and products

• Offers a clear epidermal benefit in the short, mid and long term

• Built on strong scientific findings on the molecular & gene level

• Fully substantiated by in vitro and in vivo assays
PEPHA®-CTIVE
Perfect luminous skin with the power of microalgae

Unique product functions:

Gene & Molecular Level:
• Increased ATP synthesis

Cellular and Structural Level:
• Increased cell turnover (*in vitro*)
• Mitochondrial protection in keratinocytes from stress and radicals

Functional Level:
• Increased cell proliferation (*in vivo*)
• Elevated energy potential (*in vitro*)

Consumer benefits:
• Energizes skin for a radiant, luminous and naturally healthy-looking skin
• Improves skin barrier function
• Visible improvement of skin brightness and complexion

PEPHA®-CTIVE rejuvenates skin 4-5 days faster than placebo
PENTAVITIN®
Feel deep hydration for 72 hours

Unique product functions:

Gene & Molecular Level:
• Increased filaggrin level
• Increased ceramide level

Cellular and Structural Level:
• Mature cornified envelopes

Functional Level:
• Increased hydration
• Reduced TEWL
• Improved desquamation

Consumer benefits:
• Strengthens skin barrier function
• Instantly hydrates and retains moisture
• Smoothness and softness of skin is improved
• Flakiness and itchiness caused by dry skin is reduced

Corneocytes are released one at a time
Accumulation of corneocytes as structurally disordered flakes

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ALPAFLOR EDELWEISS® PF
New level of protection for an ultimate skin sensation

Unique product functions:

Gene & Molecular Level:
• Increased levels of Transglutaminase 1
• Improved anti-oxidant network
• Reduced levels of inflammatory stress markers

Cellular and Structural Level:
• Improved structure of cornified envelope

Functional Level:
• Balanced differentiation *(in vitro)*
• Reduced pro-inflammatory status

Consumer benefits:

• Enhances skin’s protective barrier and resistance to external stress factors
• Preserves skin’s natural balance
• Provides a new level of ultimate skin sensation *(in-vivo)*
STIMU-TEX® - AS
Immediate relief for sensitive and irritated skin

Unique product functions:

Gene & Molecular Level:
- Decreases histamine activities
- Decreases activities of inflammatory cytokines

Cellular and Structural Level:
- Improved lipid structure

Functional Level:
- Improved permeability barrier
- Increased resistance to irritation

Consumer benefits:
- Regenerates the epidermal barrier
- Gives immediate relief for truly soothed and flawless skin
- Liberating feeling of ultimate skin comfort through significant reduction of itching and reddening

STIMU-TEX® AS significantly reduces histamine-related symptoms
REVITALIN® PF
Outsmarts skin’s internal clock for youthful, glowing complexion

Unique product functions:

Gene & Molecular Level:
• stimulates the expression of key mitochondrial genes after UV stress and restores cellular homeostasis
• Increases energy metabolism

Cellular and Structural Level:
• Improves anaerobic glycolysis and mitochondrial respiration
• Boosts ATP production

Functional Level:
• Optimizes skin’s circadium energy level

Consumer benefits:
• Boosts youthful, glowing skin complexion (in-vivo)
• Outsmarts skin’s internal clock
• Energized skin all day long

REVITALIN® PF outsmarts skin’s internal clock
Skin’s circadian energy rhythm

Times during the day

Boosts energy levels for skin to glow and look fresh
Increases energy level when skin needs to recover

DSM
BRIGHT SCIENCE. BRIGHTER LIVING.
CORNEOCARE™

Key takeouts:

- **CORNEOCARE™** is a holistic approach to look at epidermis related skin sensation

- Integrates in-depth epidermal science for relevant consumer benefits

- It is a route to create a beautiful skin future via building a strong skin epidermal barrier function

- **CORNEOCARE™** - a complement to the Anti-Ageing regime that contributes to the whole skin experience
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