



Ingredients for Cosmetics

Новинки и тренды в косметических ингредиентах 2022

www.invita-rus.ru

InVita / 14. 04. 2022

СОДЕРЖАНИЕ

01

ТЕНДЕНЦИИ КОСМЕТИЧЕСКОГО РЫНКА

02

КОНЦЕПЦИИ



TABLE OF CONTENTS

01

IN CONTROL

In times of uncertainty, consumers crave a sense of control over their lives. Brands can deliver the information and options that consumers need to feel like they're in the driver's seat

03

ETHICS CHECK

While many brands have made their voices heard on controversial topics, consumers want to see measurable progress against their goals

02

ENJOYMENT EVERYWHERE

Having endured lockdown, consumers are eager to break out of their confines and explore, play and embrace novel experiences, both virtually and in the 'real', physical world

04

WHAT ELSE IS HAPPENING IN 2022?

- Flexible Spaces
- Climate Complexity

MINTEL TREND DRIVERS

Seven core drivers of
consumer behaviour

WELLBEING

Seeking physical and
mental wellness

RIGHTS

Feeling respected,
protected and supported

VALUE

Finding tangible and
measurable benefits
from investments

IDENTITY

Understanding and
expressing oneself and
one's place in society

EXPERIENCES

Seeking and
discovering stimulation

SURROUNDINGS

Feeling connected to
the external environment

TECHNOLOGY

Finding solutions through
technology in the physical
and digital worlds

<https://www.mintel.com/global-consumer-trends>

Forecast: what's mainstreaming on the 2030 beauty shelf?

In 2030, create products and services that:

FEATURE WASTE-FREE CLAIMS.
This will come about as waste streams enter the product development pipeline in response to sustainability.

ELEVATE ENGINEERED NATURAL INGREDIENTS.
These will be wholly embraced by consumers who want both organic and sustainable production.

INTEGRATE THE INTERNET OF THINGS.
The ability to measure, monitor, and integrate data will change behaviour as these products fit seamlessly into consumers' lives.

'HACK' BIOLOGY.
As the focus shifts from ageing to longevity, with emotional and mental health taking centre stage, new cosmetics will become essential for social survival.

Direct the future

LEAD WITH TRANSPARENCY.
In 2030, the clean beauty industry will just be the beauty industry. The focus will be on transparency and an eco-ethical mission rather than fear marketing.

BUILD TRUST WITH SMART TECH, EXPERTS, AND INSTINCT.
Use emotion-driven tech as a new way to measure potential success of a product and navigate pricing before it launches.

FOLLOW THE EARLY ADOPTERS: GAMING AND HEALTHCARE.
Facial expression is no longer enough to analyse emotions; brain-reading technology can detect changes in emotional states and how this influences decision making.

Forecast: what's mainstreaming on the 2030 beauty shelf?

In 2030, create products and services that:

TAKE ADVANTAGE OF BIOMETRIC DATA.
Use data to assess consumers' preferences and rely more on psychographics to develop a better understanding of customers.

LEVERAGE SPACE-FARMED INGREDIENTS.
Beauty products that draw ideas from space conditions, such as microgravity, and offer a new approach to beauty claims.

SIMPLIFY SKINCARE.
Slow beauty will take over with thoughtfully-crafted products that encourage consumers to pare back routines.

OVERCOME GEOGRAPHICAL LIMITATIONS.
Create an expansive outreach across cities, towns and communities.

Direct the future

INSPIRE FIERCE LOYALTY.

It will become the norm for brands to offer customers not simply a product, but a lifestyle, as well as connect them with the people, places, and things that inspire them. Even going so far as to study behaviour outside of beauty usage scenarios.

EXPLORE REMOTE SERVICES.

As remote surgery becomes more commonplace and the time and distance required for treatments are shortened, access to techniques and tweakments will extend far beyond major metropolises, including self-administered beauty and aesthetic treatments.

REACH THE UNREACHABLE CHANNELS.

Village-based commerce will transform supply for emerging markets. The industry needs to be ready to enhance logistics to bring products to consumers faster and meet the demands of those not living in conventional locations.



ТРЕНДЫ 2022 – COVID И ВОЕННАЯ ОПЕРАЦИЯ

Постоянно меняющаяся ситуация (неопределенность)

Растущие и нестабильные цены на сырье

Проблемы с доставкой из Европы

Особенности логистики

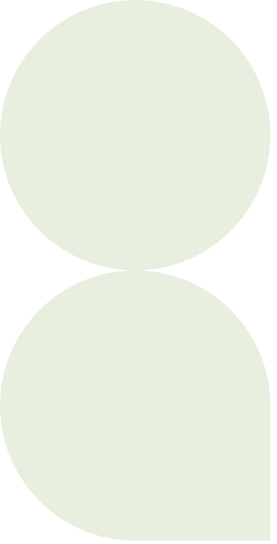
Важность складского запаса

Изменение доли игроков на рынке

Сложность с предоставлением образцов

Специфические проблемы с кожей и волосами из-за Covid-19





ОСОБЕННОСТИ СЫРЬЯ ИЗ АЗИИ И ПРОДВИЖЕНИЕ НА РОССИЙСКОМ РЫНКЕ

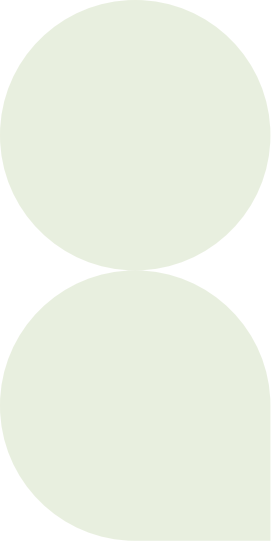
Эволюция рынка сырья: от не брендированных ингредиентов к брендированным компонентам и концепциям

Хорошо оборудованные R&D центры, позволяющие проводить In Vivo и In Vitro исследования

Внедрение принятых на мировом рынке систем качества

Учет потребностей рынка сырья Европы и США (получение сертификатов Cosmos, ...)






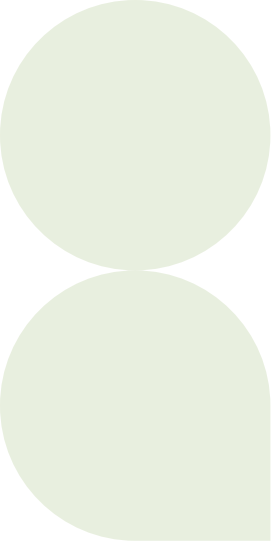
ОСОБЕННОСТИ СЫРЬЯ ИЗ АЗИИ И ПРОДВИЖЕНИЕ НА РОССИЙСКОМ РЫНКЕ

Преимущества:

- наличие маркетинговых презентаций по сегментам
- уникальное для региона сырье
- учет особенностей азиатского региона
- учет потребностей жителей Азии (для компаний, экспортирующих в Азию)
- свежий взгляд на косметический рынок

Недостатки:

- непривычный способ подачи информации
 - культурный и языковой барьер
- 



ТРЕНДЫ 2021-2022 - ОБЩЕЕ

Устойчивое развитие (Sustainability)

Натуральный, органический, веганский

Clean & Safe Beauty

Персонализация

Минимализм

E-commerce

Быстрый эффект

Потребители – молодое поколение

Категория 50+

Проблемы, связанные с COVID

Научные ингредиенты

Безводная красота

Геномная защита

Адаптивная реакция на стресс

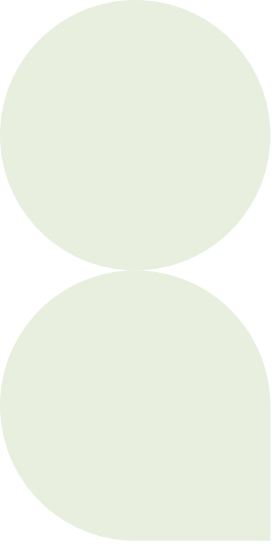
Защита от загрязнений окружающей среды

Микробиота

Интенсивный уход

Защита от голубого света





ТРЕНДЫ 2021-2022 – ИНГРЕДИЕНТЫ

Коллаген

Полигидроксикислоты

Ретинол

Гиалуроновая кислота

Витамин В3 (Niacinamide)

Витамин С

Глицерин

Алое Вера Гель

Бакучиол

Центелла азиатская

Экзотические ингредиенты: авокадо, баобаб,
манго, марула, моринга, асай, ягоды годжи, папайя

Гликоливая кислота

Масло чайного дерева

Масло виноградной косточки

Вазелин

Сквалан

Грибы

КОНЦЕПЦИИ

01.

Пептиды.
Фармацевтическая эффективность
в косметической области

02.

«Умная»
липосомальная технология

03.

«Зеленый» аналог ретинола

04.

Преобразование старого в новое.
Аутофагия для роста волос

05.

Комплексное восстановление
липидного барьера кожи

06.

Anti-age ингредиент
мгновенного действия

07.

Пробиотик нового поколения

08.

Умная 3D система увлажнения

01.

Пептиды.

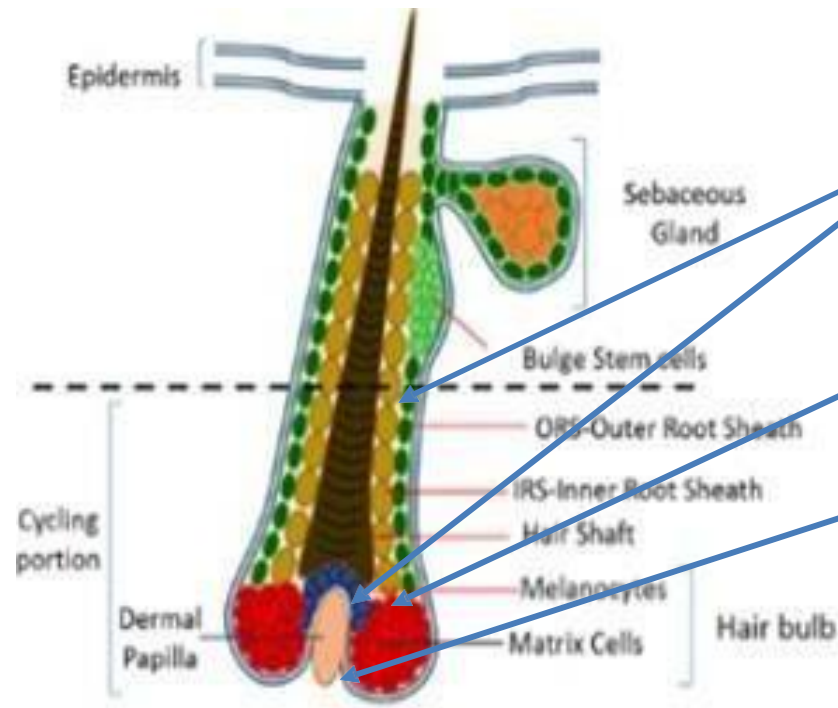
Фармацевтическая эффективность
в косметической области



WKPep Pro-Hair

WKPep[®]Pro-Hair is effectively working on anti-hair loss, which directly targets the three phenomenas that cause hair loss:

- 5 α -reductase, which converts testosterone into dihydrotestosterone (DHT)
- poor scalp micro-circulation
- hair isn't able to be fixed in dermal papillar and hair growth is blocked



Biotinoyl Tripeptide-1: Promote the synthesis of adhesion proteins (laminin 5 and collagen IV) in the root sheath and dermal papilla, fix hair follicle, extend the anagen

Oleanolic acid: a substance extracted from the leaves of olive oil that inhibits 5 α -reductase from reducing testosterone to dihydrotestosterone (DHT).

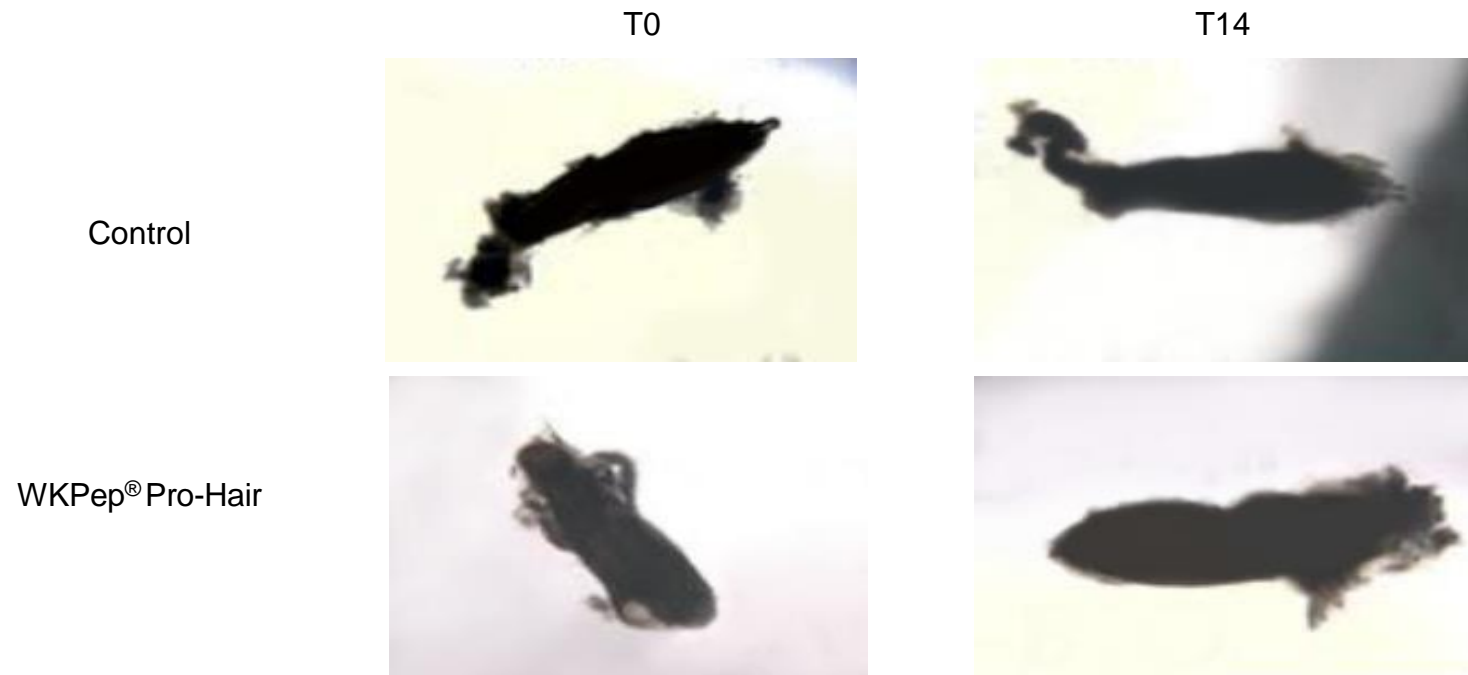
Chrysin: a kind of flavonoids extracted from citrus plants, which has a relaxing effect on blood vessels

WKPEP PRO-HAIR. IN VITRO TEST

Experimental model: Mouse hair follicle culture model in vitro

Experimental group: Control group, sample group of 5ppm WKPep[®] Pro-Hair (6 hair follicles in vitro each group)

Experimental method: The effect of samples on hair follicle growth was determined by observing the hair follicle prolongation in each group according to the different components in culture medium

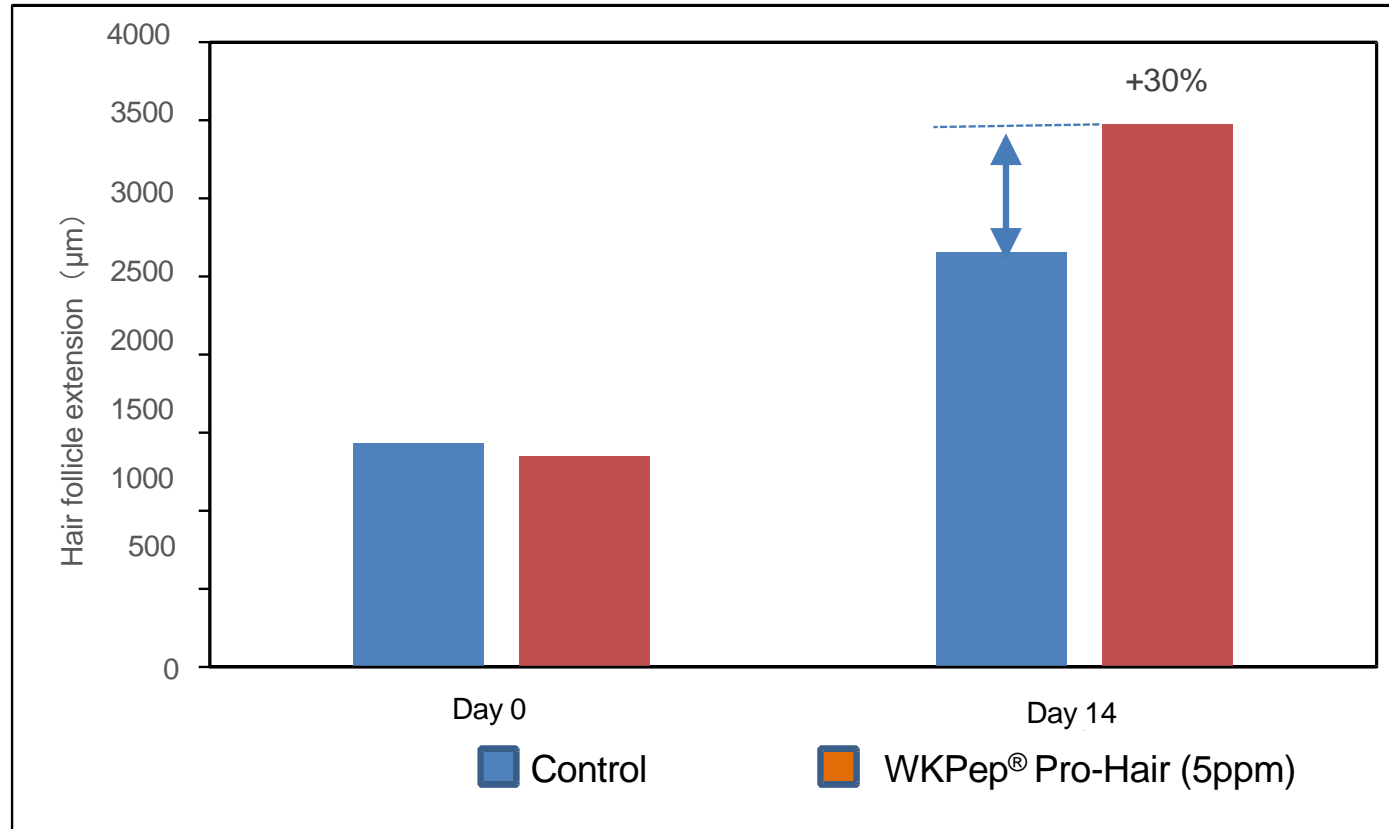


Result: From test result, WKPep[®] Pro-Hair has significant effect on anti-hair loss

After cultured 14 days, hair follicle growth situation was observed in control group and sample group

WKPEP PRO-HAIR. IN VITRO TEST

Test result



$$\text{Increase percentage} = (T_x - T_0) / T_0 \times 100\%$$

After cultured 14 days, hair follicle growth situation was observed in control group and sample group, sample group of hair follicle extension increased by 30% than control group

WKPEP PRO-HAIR. IN VIVO TEST

Volunteer (Female, age 30+, after childbirth, large areas of hair loss on the hairline) used a hair serum containing 5% WKPep[®] Pro-Hair and 0.2%WKPep[®] Copper peptide. After treated 16 weeks, has significantly hair growth



Test result: After 16weeks, no longer hair loss, has obvious hair growth on hairline

WKPEP PRO-HAIR

Composition:

INCI Name	CAS No	EINECS No	%W/W
BIOTINOYL TRIPEPTIDE-1	n/a	n/a	≥0.015
CHRYSIN	480-40-0	207-549-7	0.040-0.060
OLEANOLIC ACID	1139-30-6	214-519-7	0.020-0.040
PEG-40 HYDROGENATED CASTOR OIL	61788-85-0	n/a	0.500-1.500
WATER	7732-18-5	231-791-2	To 100
BUTYLENE GLYCOL	107-88-0	203-529-7	60.00-90.00



02.

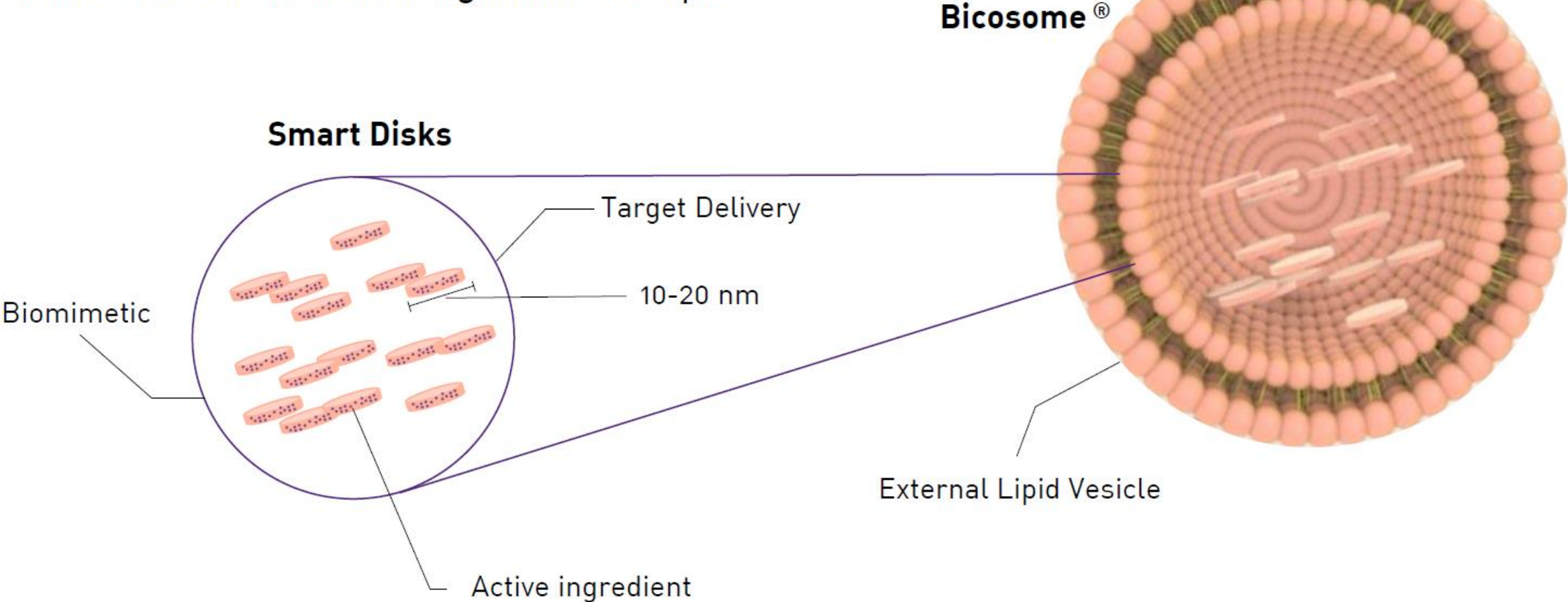
«Умная»

липосомальная технология



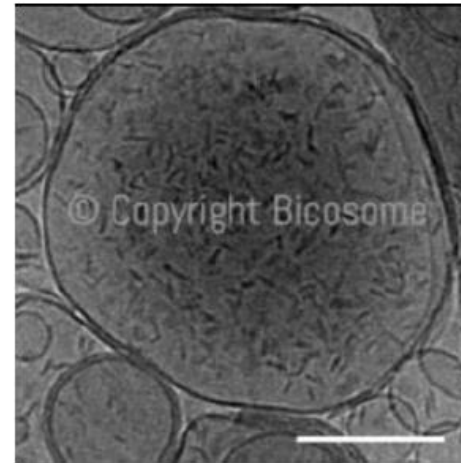
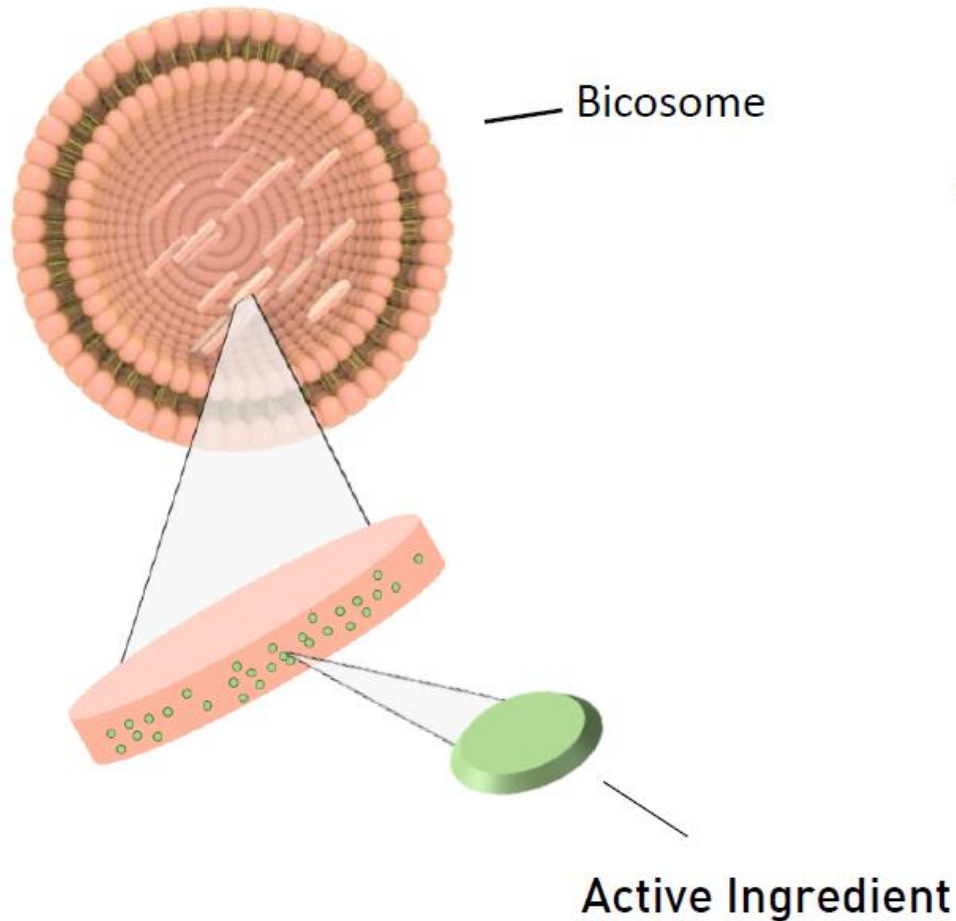
BICOSOME TECHNOLOGY

Bicosome[®] is a patented skin delivery system with a dual structure made from natural origin non-GMO lipids

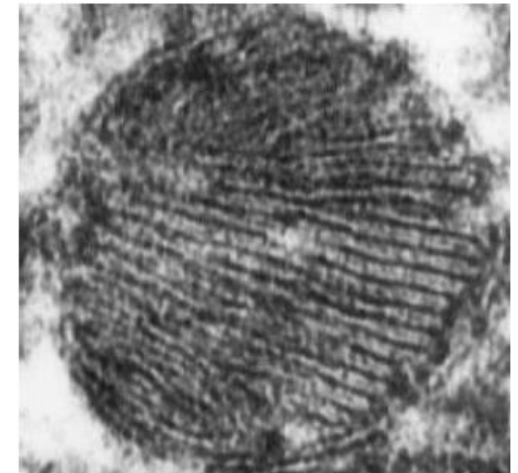


BICOSOME TECHNOLOGY

- Bicosome is a intelligent skin technology able to incorporate, stabilise and transport active molecules to target layers of the skin
- Bicosome mimics epidermal lamellar bodies in structure and function, able to smoothly penetrate the skin



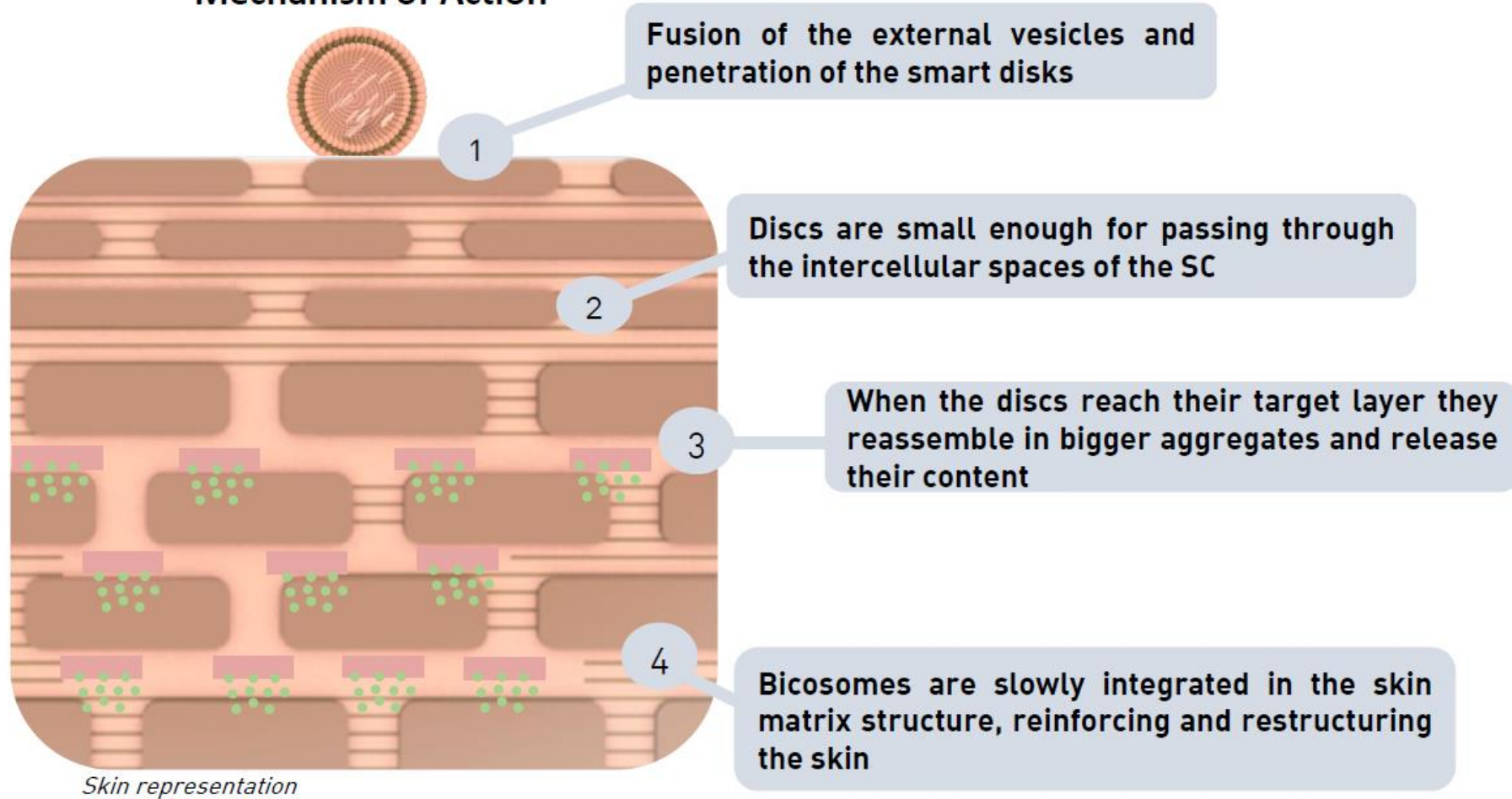
Bicosome



Epidermal lamellar body

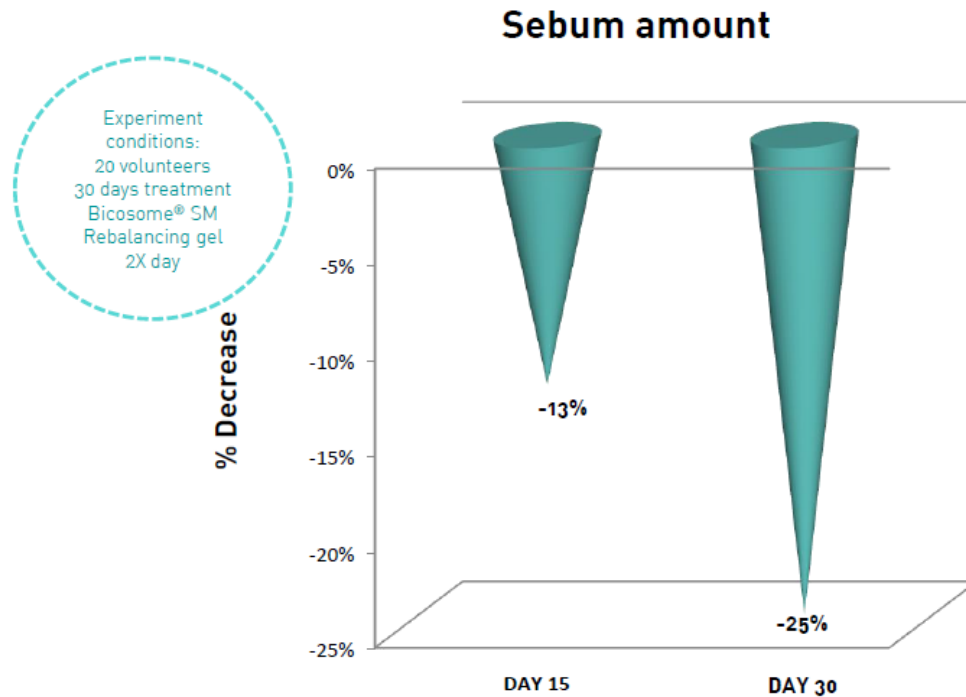
BICOSOME TECHNOLOGY

Mechanism of Action



BICOMIDE. SEBUM CONTROL

Sebum excretion is considered as one of the basic pathogenic mechanisms of *Acne Vulgaris* that leads to obstruction of the pilosebaceous units



Evaluation of sebum amount determined with the Sebumeter® SM 815 (p value = 0.00)

BICOMIDE® REBALANCING GEL
REDUCES 25% OF SEBUM
PRODUCTION IN 30 DAYS

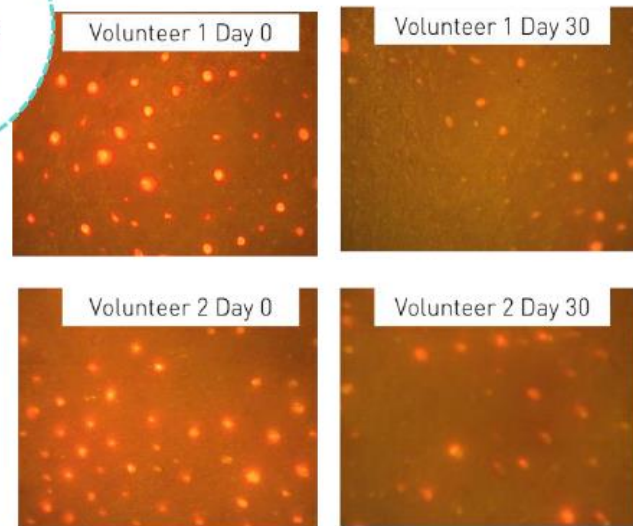
Experiment details: Twenty volunteers, male and female, from 14 to 30 years old, with oily and acne-prone skin, photo-type (Fitzpatrick) used a gel formulation containing 3% of Bicomide® SM with a final concentration of 0.3% of Niacinamide, named Bicomide® SM Rebalancing gel twice a day for 30 days. Sebum excretion was measured on the face and forehead with Sebumeter® SM 815

BICOMIDE. MICROBIOM IMPROVEMENT

The restoring of skin barrier by Bicosomes and the sebum decrease **impact positively the microbiome**.
The reduction of porphyrins is an indicator of the decrease of *C. acnes* on the skin surface

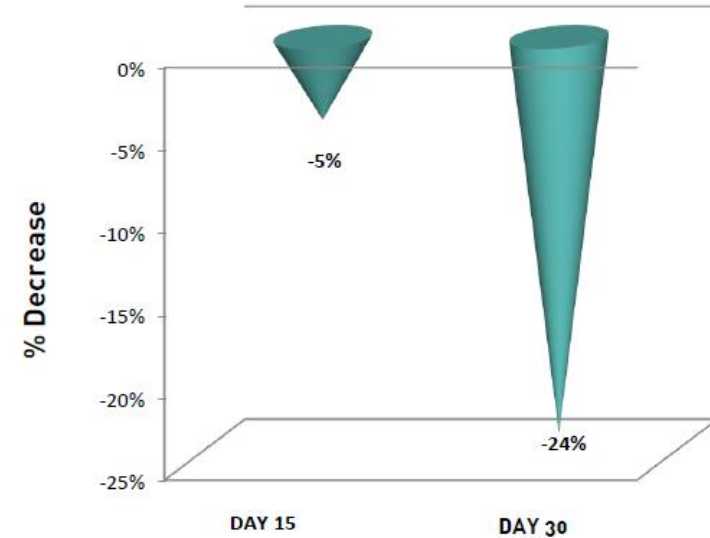
Experiment conditions:
20 volunteers
30 days treatment
Bicosome® SM
Rebalancing gel
2X day

VISIOPOR® IMAGES



The intensity of follicular fluorescence and the extent of facial involvement are proportional to the population density of *C. acnes* on the skin surface

Porphyrin % size area



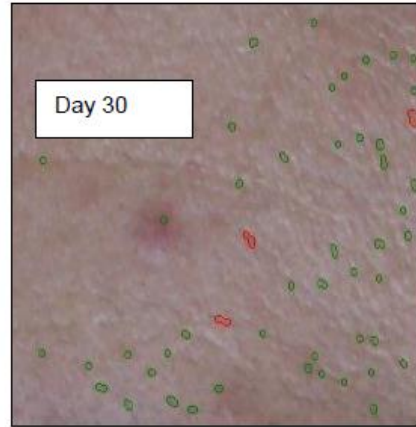
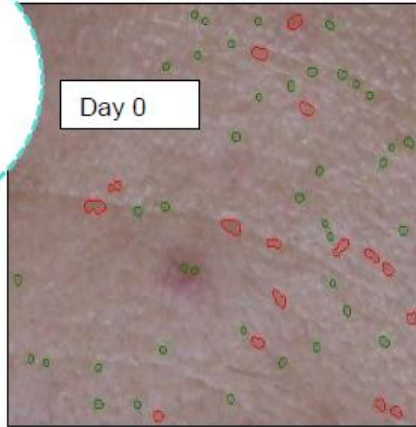
Evaluation of percent size area of porphyrins determined by Visiopor® PP (p value = 0.02)

Experiment details: Instrumental assessment of the porphyrin % size area was carried out by taking photographs of the skin under UV light using Visiopor® PP

BICOMIDE. REDUCTION OF LARGE PORES

VISIOPOR® IMAGES

Experiment conditions:
20 volunteers
30 days treatment
Bicosome® SM
Rebalancing gel
2X day



Photographs of the skin of two volunteers taken with Visioface® before and after the treatment. Large pores (red marks), small pores (green marks)

Analysis with Visioface® camera revealed that Bicomide® SM Rebalancing gel **reduced around 21% the number of large pores** after 30 days of treatment



BICOMIDE. CLEANING ACNE PRONE SCIN

Lateral face of a volunteer before (left) and after (right) 30 days treatment with Bicomide® SM Rebalancing gel



Bicomide® SM Rebalancing gel
prevents new acne breakouts
promoting the cleaning of the
acne prone skin

BICOMIDE. FORMULATION GUIDELINES

Formulation with Bicomide®:

- Add Bicosome ingredients upon cooling down
- Recommended dosage: 1 - 3%
- Optimum pH range: 4 – 8
- Preferred processing temperature: below 55° C
- Stirring speed: 300-1500 rpm

Dos and Don'ts:

- There is no need to dissolve Bicomide® in any solvents. Disperse it directly in the formulation
- Avoid harsh surfactants
- Do not use in formulations with alcohol content of > 15%
- Avoid strong oxidants, such as peroxides



INCI OF BICOMIDE® SM CONTROL (Product code: BM_10)

AQUA, LECITHIN, NIACINAMIDE, LYSOLECITHIN, PHENETHYL ALCOHOL, CAPRYLHYDROXAMIC ACID, TOCOPHERYL ACETATE, CAPRYLYL GLYCOL, PHYTIC ACID



03.

«Зеленый» аналог ретинола



PSORALEA CORYLIFOLIA EXTRACT/BAKUCHIOL



Botanical Source: *Psoralea corylifolia* L.

Part used: Seeds

Extract solvent: CO₂

Active Ingredient: Bakuchiol

Appearance: Brownish red viscous

Solubility: Soluble in Methanol, ethanol, acetone, Ethyl acetate, petroleum ether, chloroform, etc.

Specification: 60%-90% Bakuchiol

Test Method: HPLC

Function: Anti-inflammatory, anti-bacterial, whitening, improve pigmentation, resist hyperoxygen radicals

BAKUCHIOL. FUNCTION DESCRIPTION

Antiinflammatory	Enzyme activity inhibition	
	Bakuchiol (µg/mL)	Benzoyl peroxide (µg/mL)
Lipoxygenase	0.9	23
COX-1	0.6	35
COX-1	1.5	100

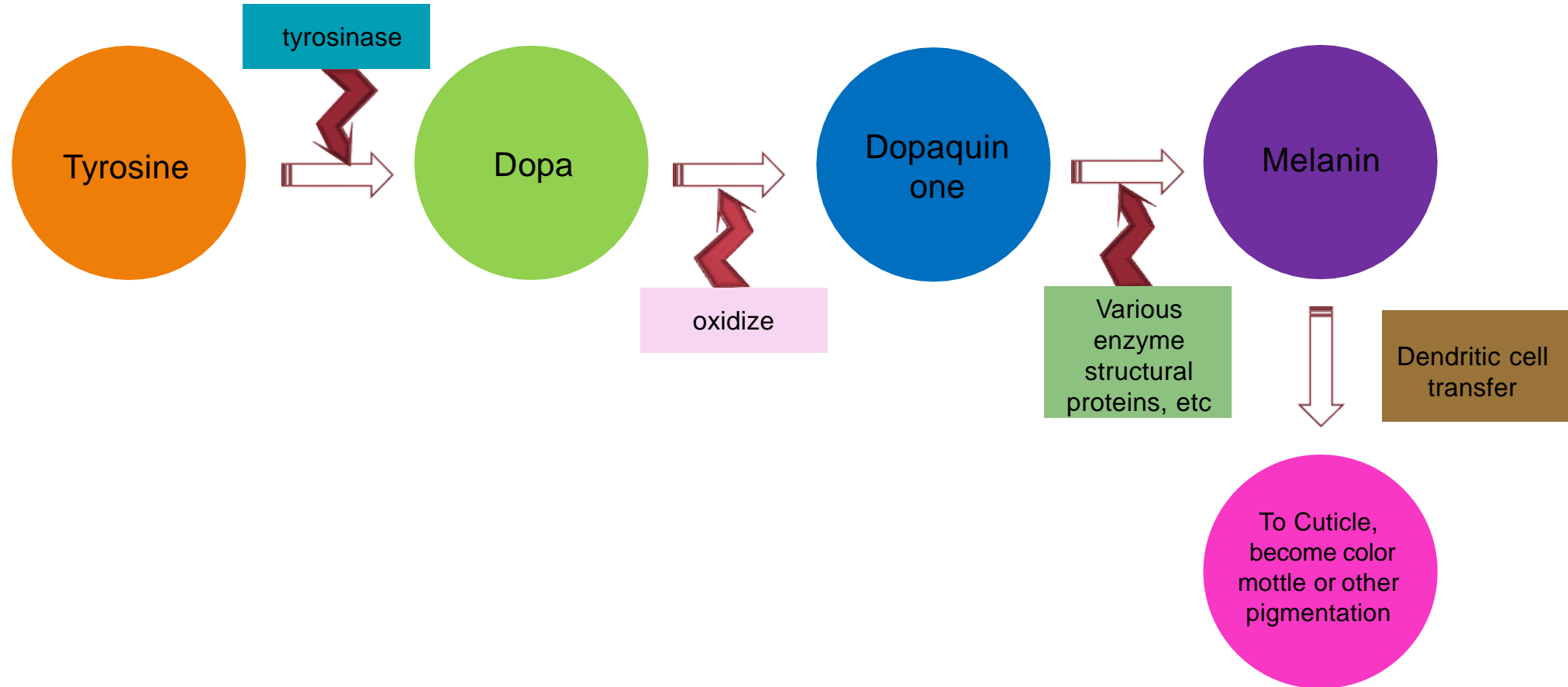
Antibacterial	Activity inhibition	
	Bakuchiol (µg/mL)	Benzoyl peroxide (µg/mL)
Propionibacterium acnes	1	62.5
Staphylococcus epidermidis	1	>100

Antioxidant (mmol TE/g)

Peroxy radical	Hydroxyl radical	Peroxynitrite	Superoxide anionic	Singlet oxygen	Total antioxidation
12,848	6,262	289	69,929	3,067	92,397

BAKUCHIOL. FUNCTION DESCRIPTION

Whitening mechanism diagram



BAKUCHIOL. CLINICAL DATA

Clinical data for 0.5% bakuchiol cream

8 weeks & 12 weeks:

Patient assessment: "Acne" improvement

≥ 53% (8weeks), ≥ 68% (12weeks)

some improvement + evident improvement

≥ 36% (8weeks) + ≥ 31% (12weeks)

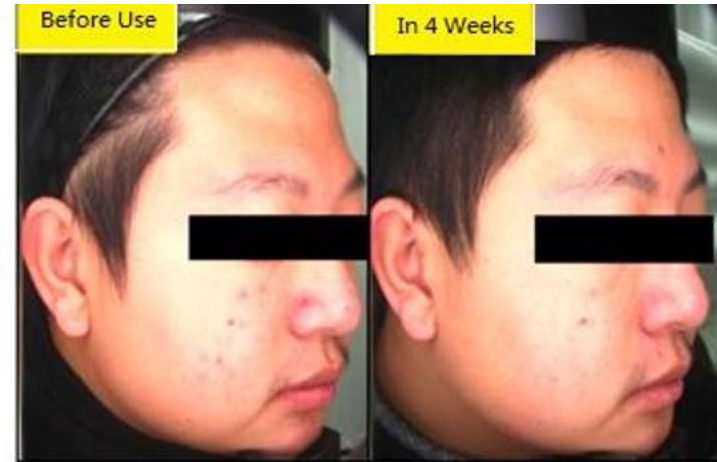
significant improvement + acne free



Pictures of 12 weeks

BAKUCHIOL. CLINICAL DATA

Effect of the product





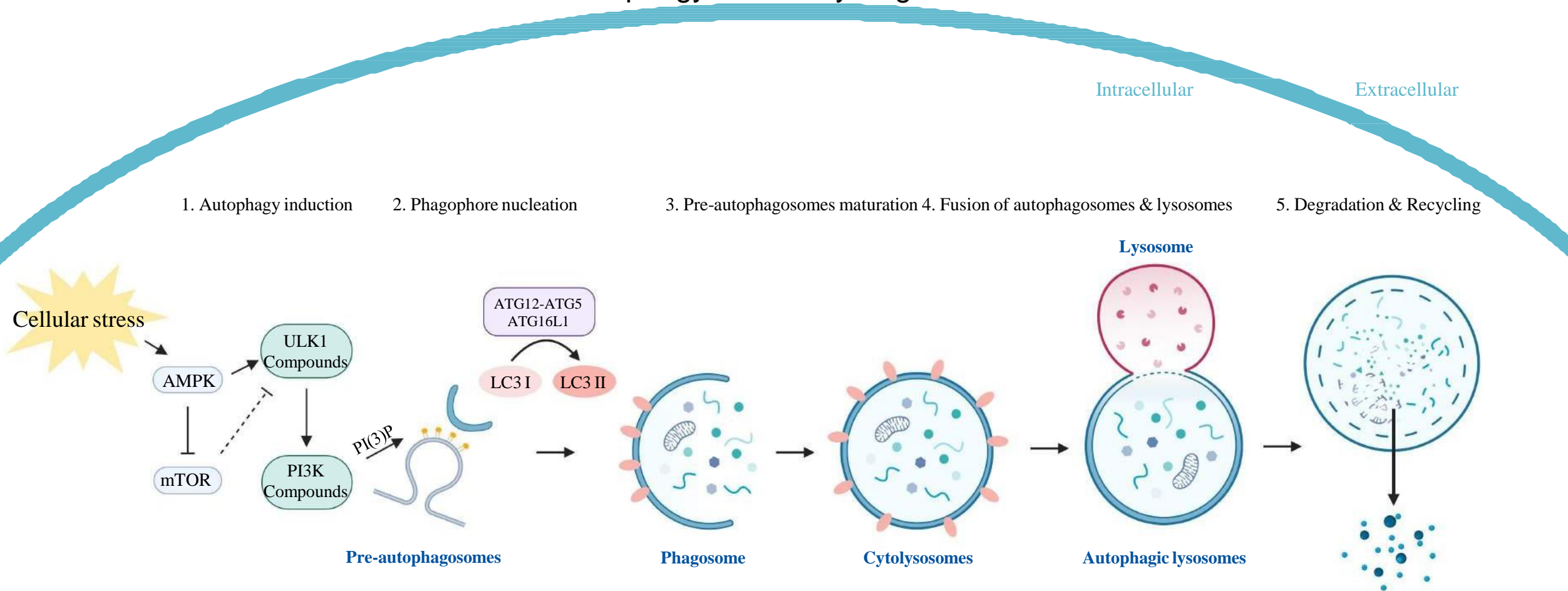
04.

Преобразование старого в новое.
Аутофагия для роста волос



HAIRDIAN

Autophagy: Self "recycling" of cells



Cellular autophagy is a "self-eating" process, which is an important mechanism for cells to maintain material turnover, degrade and **recycle** senescent proteins, damaged organelles and other wastes, thus ensuring the **metabolic needs** of the cell itself and the **renewal** of certain organelles and being crucial to the survival of the cell

HAIRDIAN



***Zingiber
officinale***

Enhance Autophagy



***Platycladus
orientalis***

Enhance Autophagy



***Trifolium
pratense***

Promote growth factors
Inhibit sebum secretion



***Artemisia
argyi***

Promote growth factors
Boost COL17 synthesis



HAIRDIAN

▶ In-vitro Test

- Strategy 1: Enhance autophagy of hair follicles
- Strategy 2: Empower hair follicles
- Strategy 3: Reduce the load of hair follicles

▶ Clinical Test

- Anti-hair loss verification

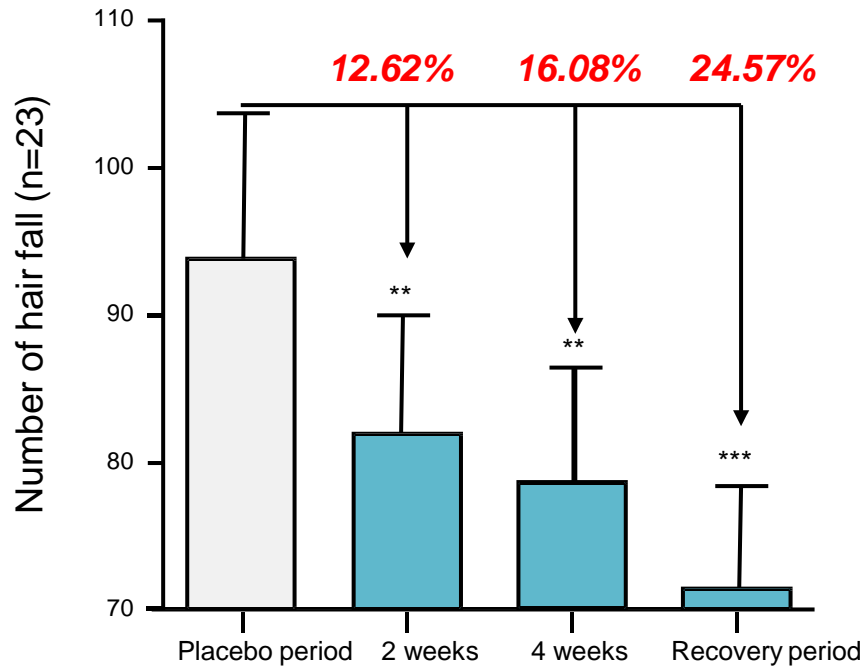
▶ Safety Test



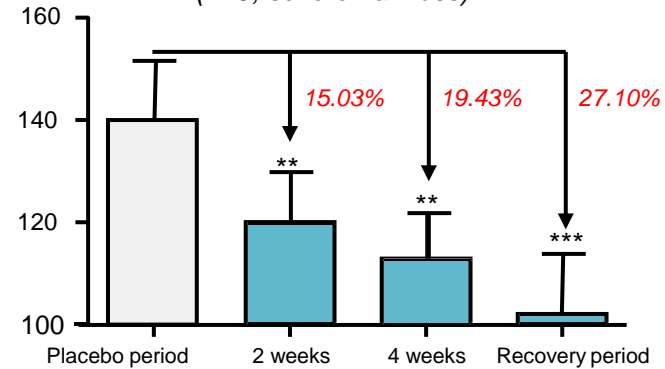
HAIRDIAN

Clinical: Anti-hair loss test

Hair loss reduction rate

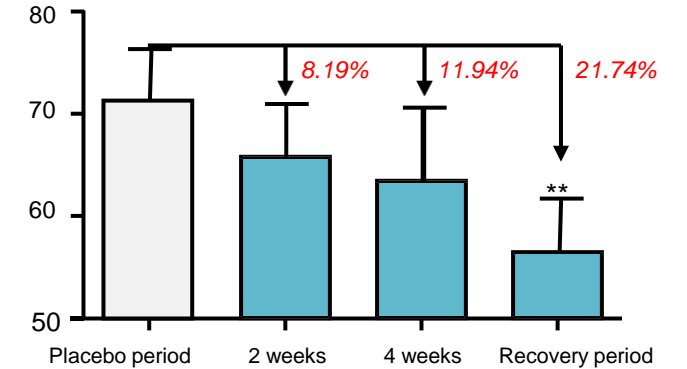


The number of hair fall during the placebo period >100 (n=9, severe hair loss)

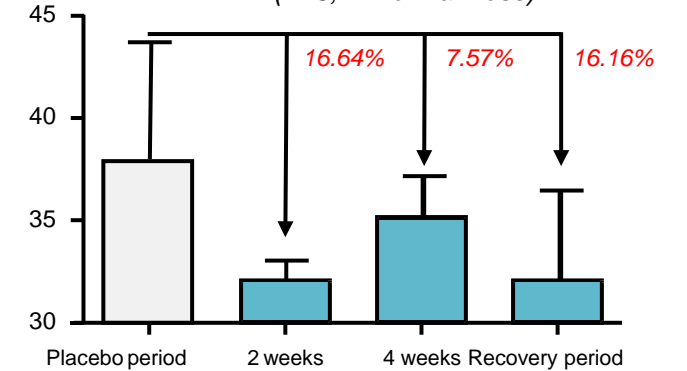


Remark: 2 weeks, 4 weeks, or recovery period vs. recuperation period, “*” indicates that $p < 0.05$, “**” indicates that $p < 0.01$ and “***” indicates that $p < 0.001$

The number of hair fall during the placebo period between 50 and 100 (n=11, moderate hair loss)



The number of hair fall during the placebo period <50 (n=3, minor hair loss)



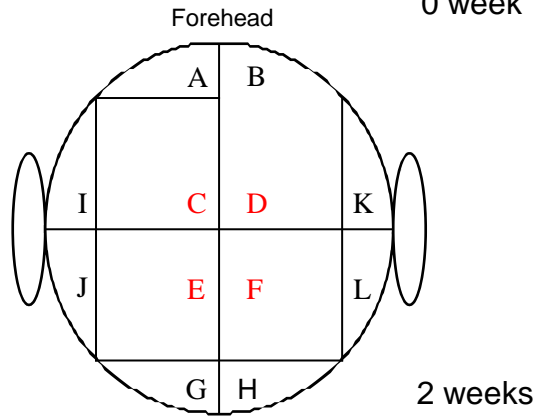
Conclusion: The number of hair loss fall within trial period and recovery period. Of the subjects, 17 had remission of hair loss within 2 weeks and 17 had remission of hair loss within 4 weeks

HAIRDIAN

Clinical: Anti-hair loss test

Shot by a dermoscope

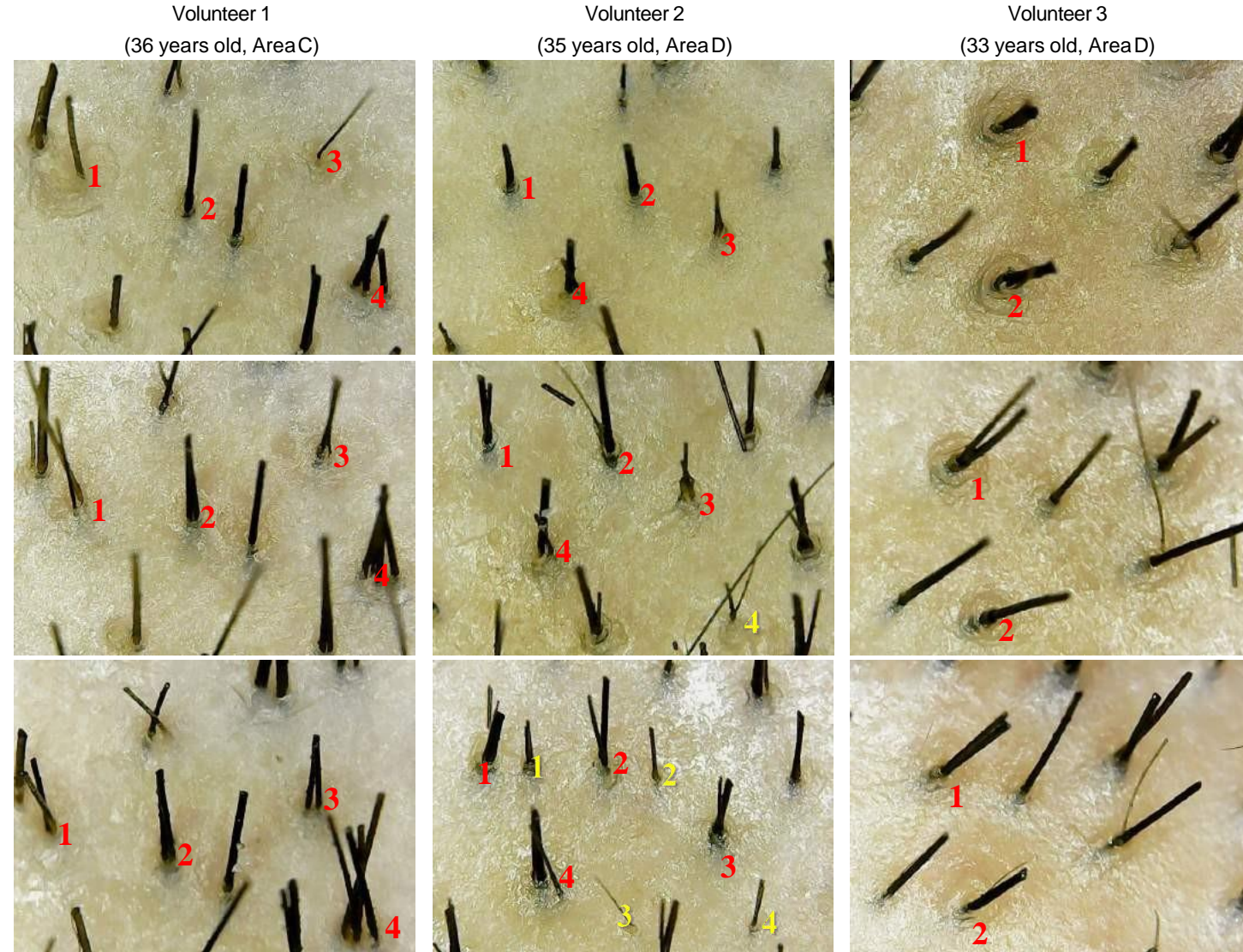
- Scalp areas: 12 areas
- Area selected: Random (C-F)
- Taking photos: Every week
- Operating procedures:



Identify scalp area - Shave hair - Take photos

After 2 weeks,
the hair is visibly thicker and denser

After 4 weeks,
the reduce of hair loss is more significant



Note: Red: thickened/increased hair; yellow: Newly grown hairs

05.

Комплексное восстановление
липидного барьера кожи





What effects of face mask bring to our skin?

Wearing a mask is very important to prevent infectious disease transmission during COVID-19 pandemic, but it may cause adverse effects on the skin.

Studies have shown that **skin temperature, redness, hydration and sebum secretion** were changed significantly after wearing a mask for 1 to 6 hours, between the **mask-wearing area** and the **non-mask-wearing area**.

The number of people affected by dermatologic conditions, such as **skin sensitivity, irritation, and itching, has been increasing**.

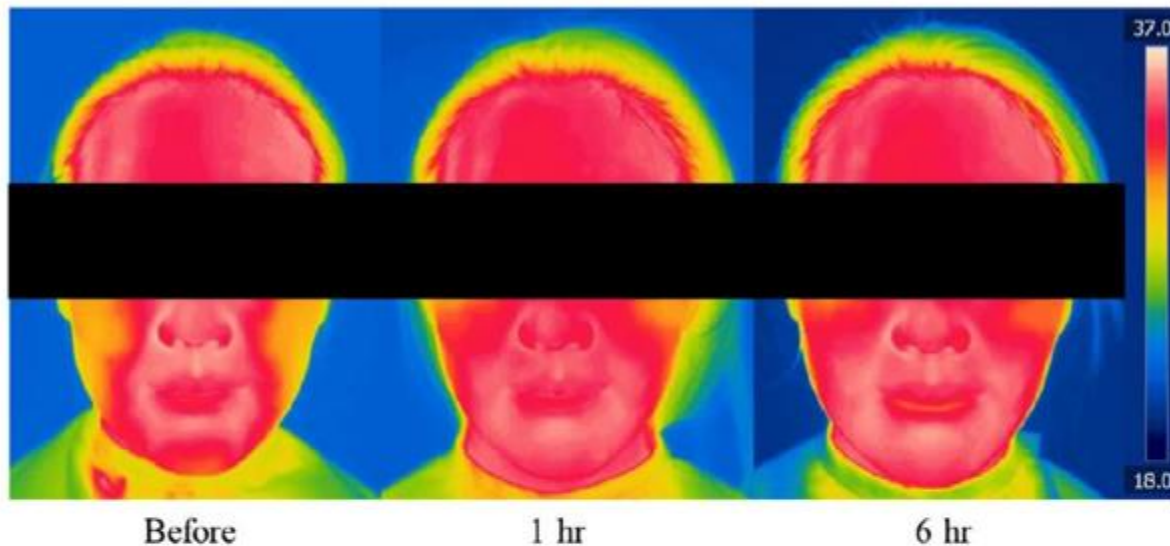
Ref. Effect of face mask on skin characteristics changes during the COVID-19 pandemic by Amore Pacific

GREAF

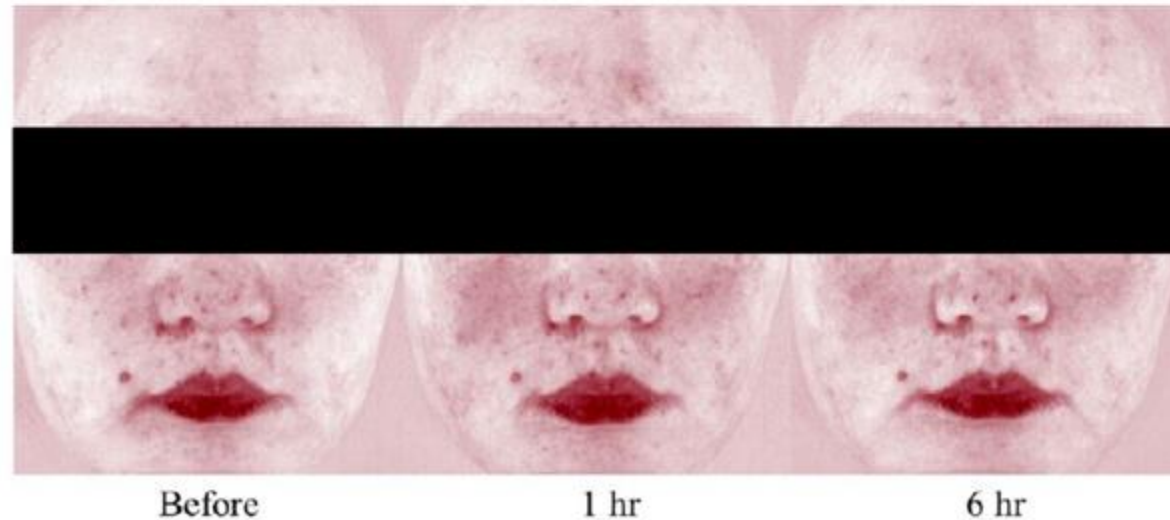


What effects of face mask bring to our skin?

-Image of the skin temperature variations after wearing a mask over time




-Image of the skin redness variations after wearing a mask over time



Ref. *Effect of face mask on skin characteristics changes during the COVID-19 pandemic* by Amore Pacific





60% alcohol +2% Sea-Gel

60% alcohol only

**FREE WASH
HAND SANITIZER**

Gmoist Sea-Gel-H

Reduce irritation/dryness caused by alcohol in hand sanitizer



Overall, over 70% of women with sensitive skin have weak or mild skin sensitivity. Daily skin care can improve their skin conditions. However, nearly 30% of women with sensitive skin have more serious skin problems with sensitive manifestations such as redness/inflammation.

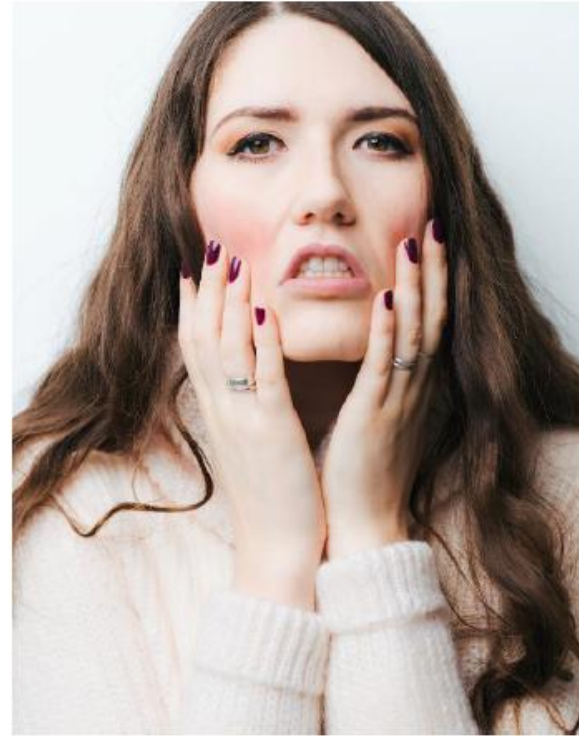


The Most comprehensive sensitive skin repair combo



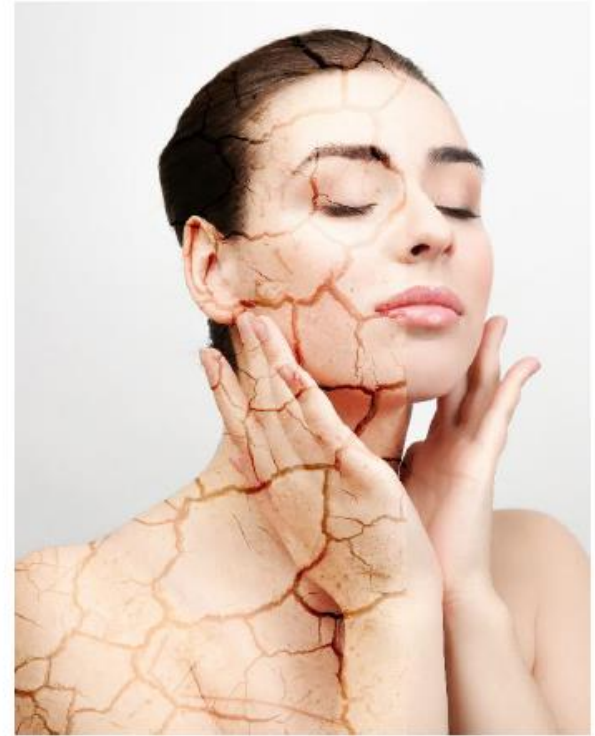
Relieve nerve reaction

Calmnerv™ CR



Relieve vascular response

Comthing® SGS



Strengthen barrier function

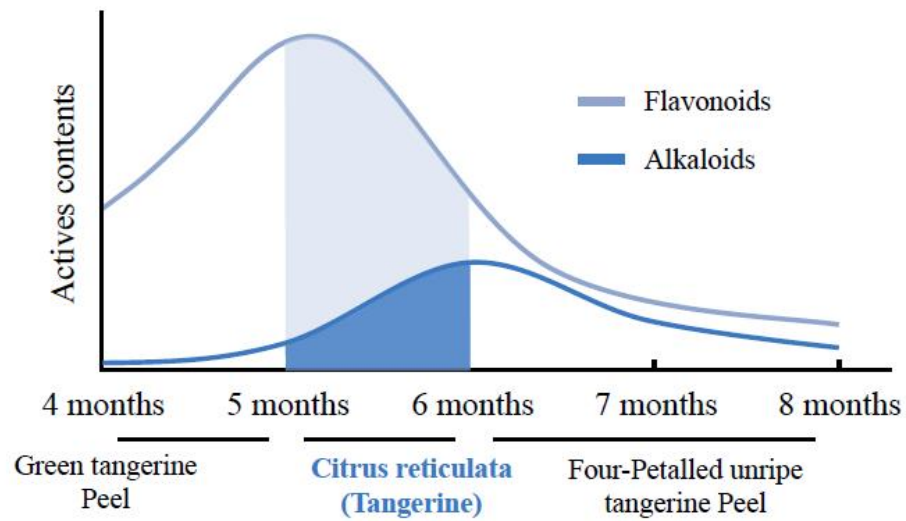
Gmoist® Sea-Gel

CALMNERV CR

Derived from TCM

- Citrus reticulata (Tangerine)

- The source of Citrus reticulata (Tangerine) is the **immature** fruit of citrus.
- The tradition of using Citrus reticulata (Tangerine) as medicine in China dates back to **800 years ago**.
- Minorities in China, such as **the Shui, Miao, and Clan**, all have a tradition of using Citrus reticulata (Tangerine) to kill pain.
- GREAF adopts the 5-6 month-old harvested Citrus reticulata (Tangerine), which has higher active ingredients than other varieties.



Biological activity tracking

Explore the most effective active ingredients in Citrus reticulata (Tangerine) and keep them to the greatest extent

Golden ratio 1:1

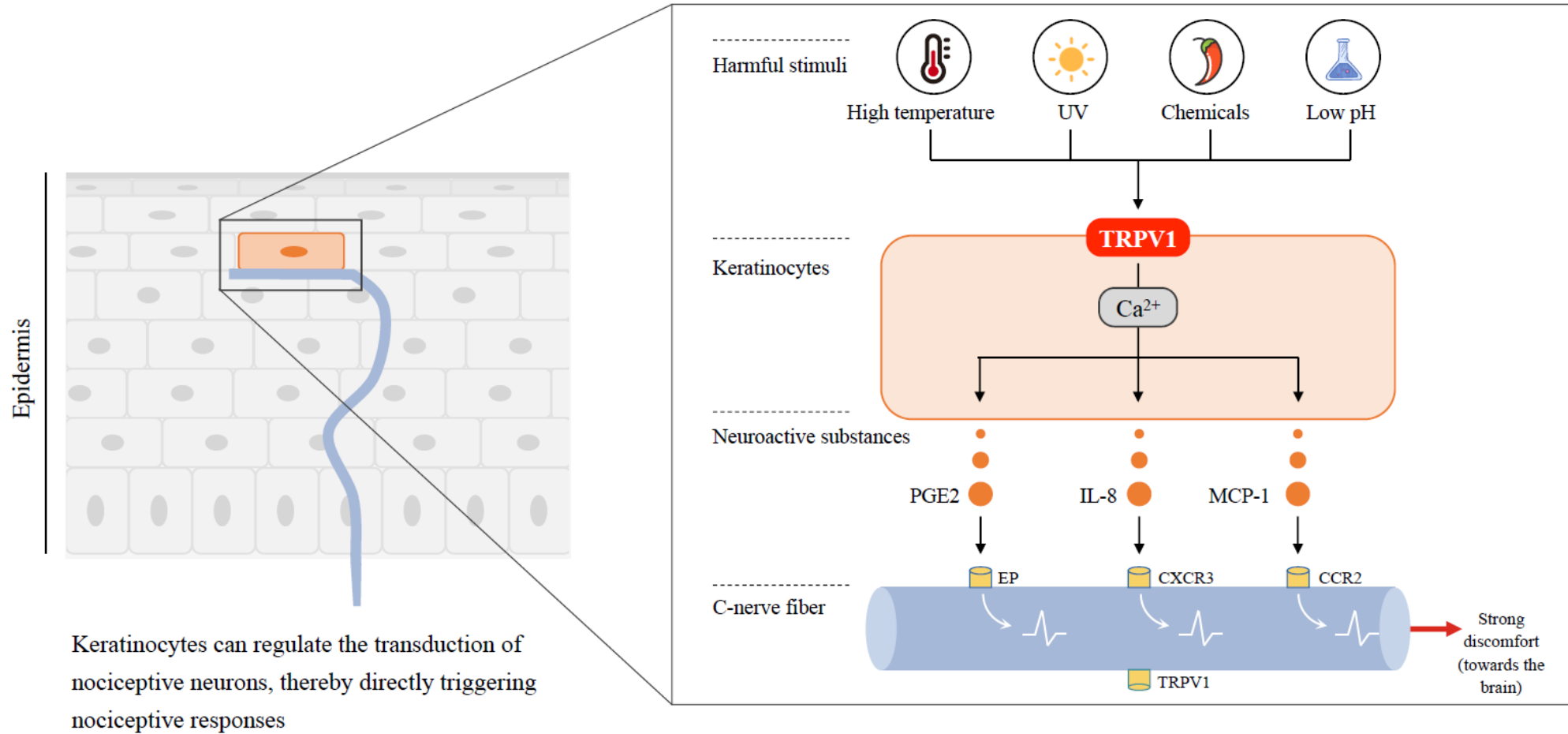
The ratio of flavonoids and alkaloids in Citrus reticulata (Tangerine) is controlled at about 1:1 to achieve the best effect



CALMNERV CR

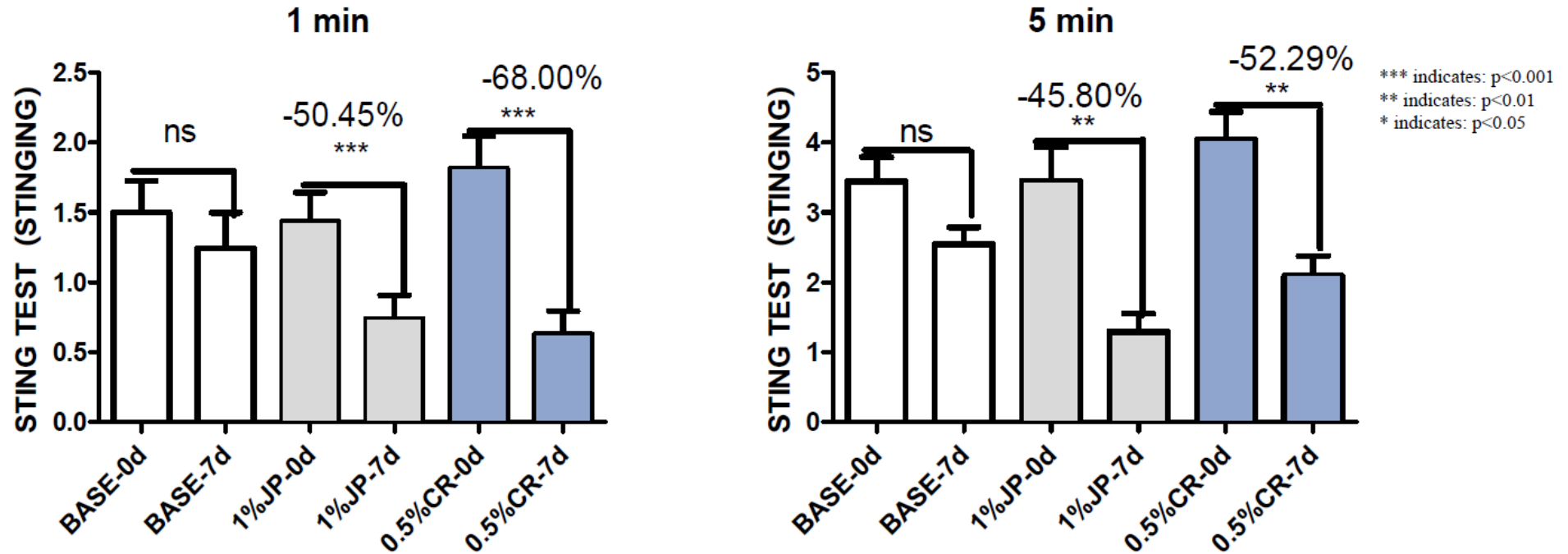
The “root cause” of the pain / itching:

Nerve Reaction



CALMNERV CR

Clinical Test 2: Enhanced skin tolerance



Conclusion: Applying for a long time, both JP and CR can enhance skin tolerance, and there is no significant difference between 0.5% CR and 1% JP

COMTHING SGS

INCI: Water, Butylene Glycol, *Sophora flacescens* Root Extract, *Glycyrrhiza inflata* Root Extract, *Scutellaria baicalensis* Root Extract

COMTHING SGS

Protect cells

Experiment scheme

(*In vitro*)

Mechanism: 3D Episkin model

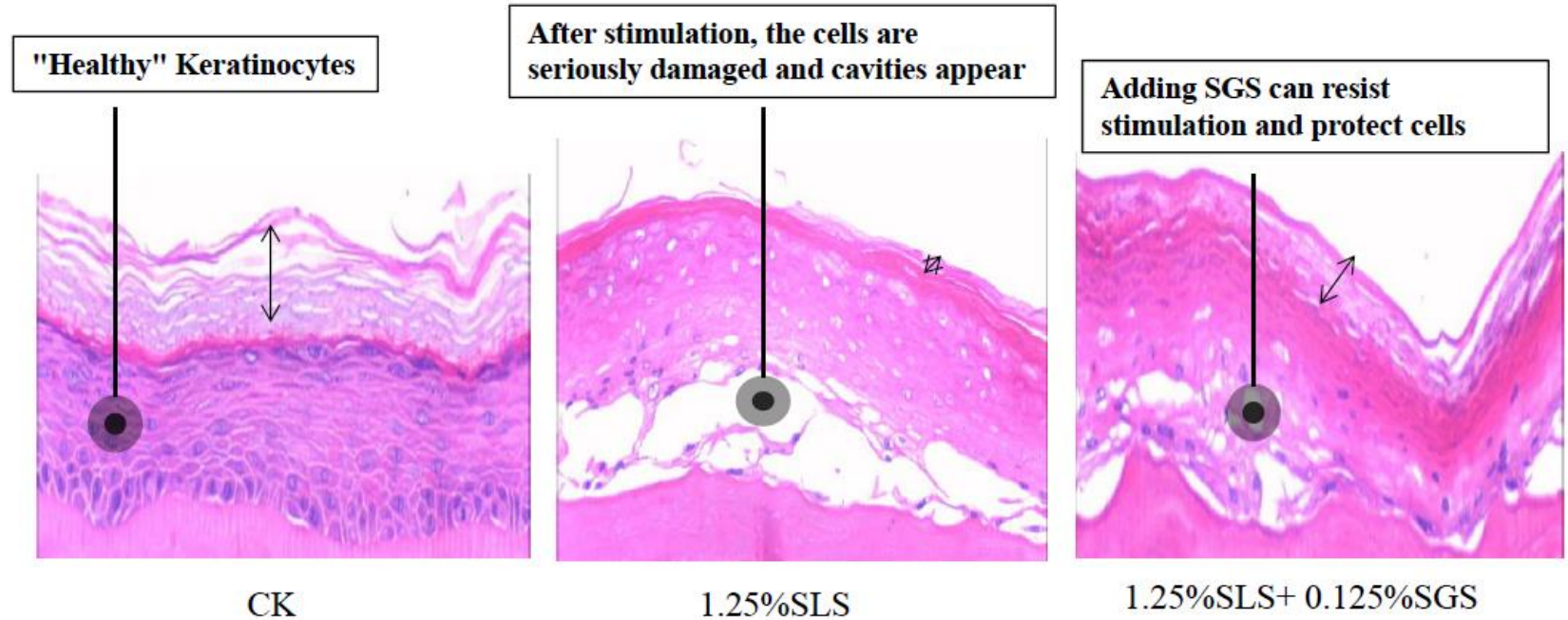
Sample: Comthing SGS

Stimulus: 1.25% SLS

Treatment method: SLS+SGS, total treatment 42 ± 1 h

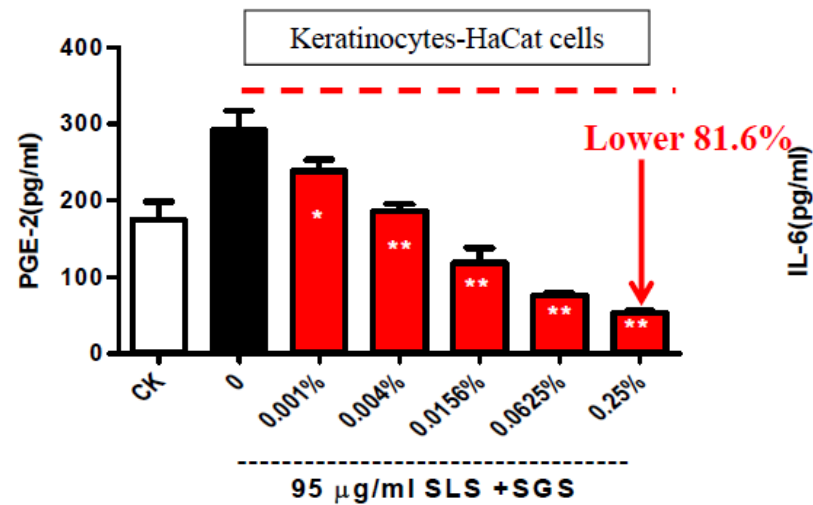
Detection method: HE staining

Result evaluation: changes in tissue morphology

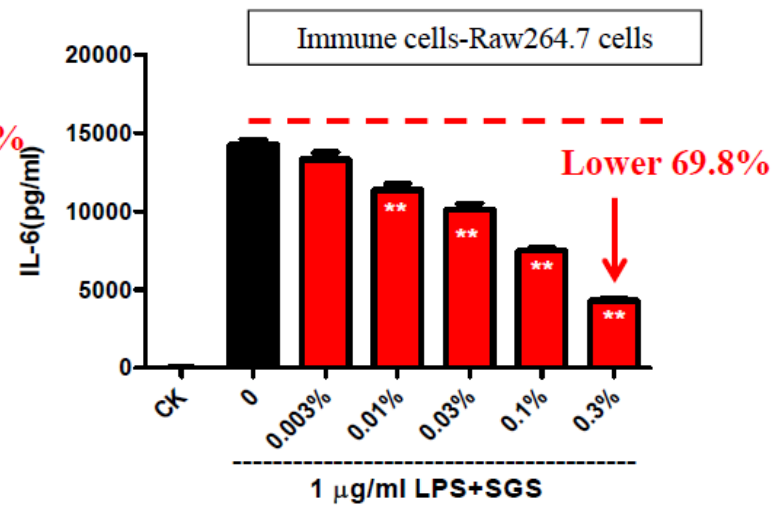


COMTHING SGS

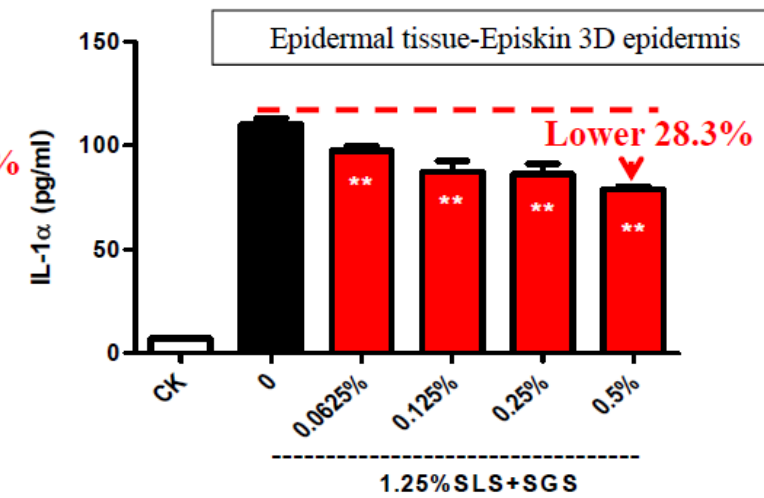
Relieve inflammation



Note: Compared with the SLS group, ** P<0.01, * P<0.05



Note: Compared with the LPS group, ** P<0.01



Note: Compared with the SLS group, ** P<0.01

Conclusion:

For SLS medium intensity **stimulation**, SGS can inhibit the expression of PGE2 and IL-6 in the range of 0.001%~0.50%.

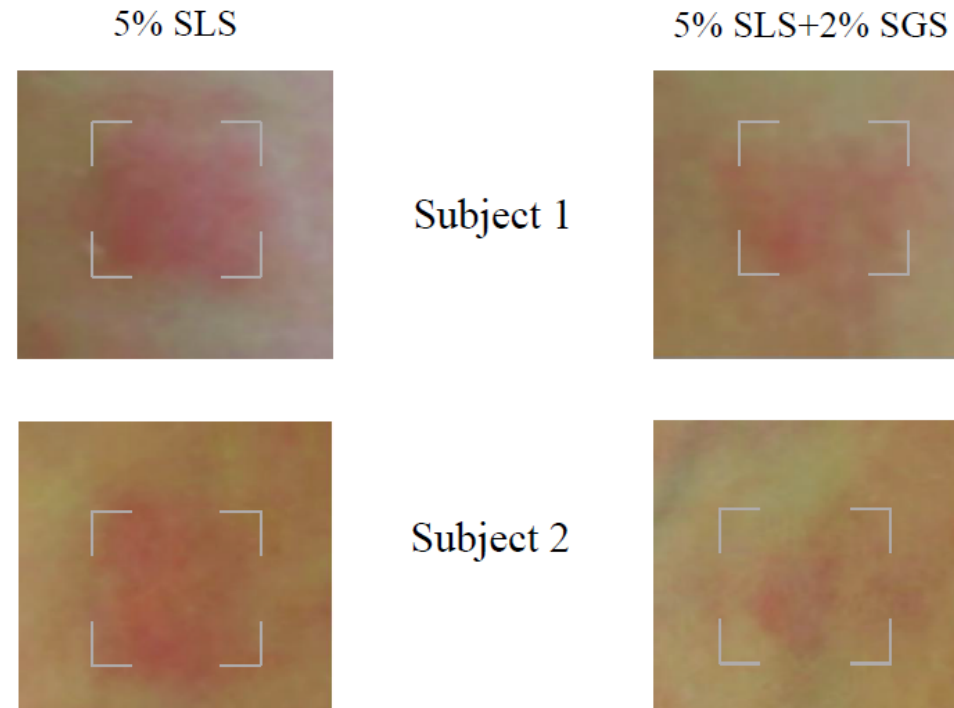
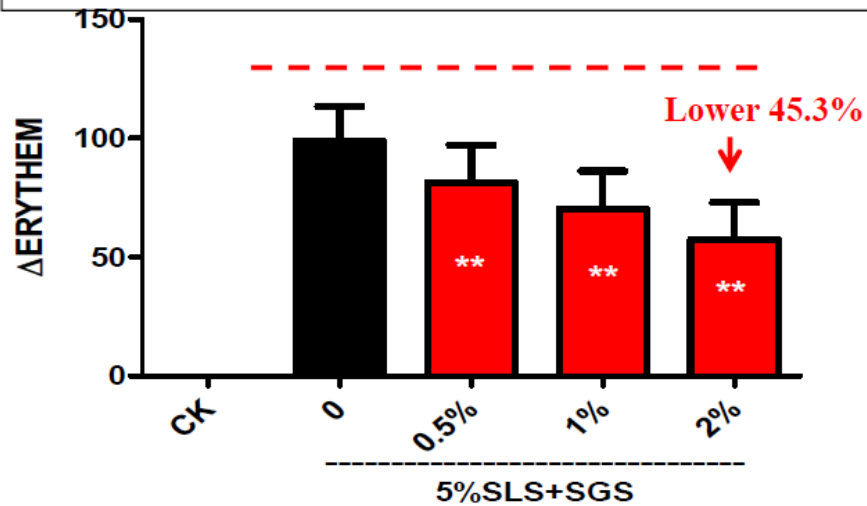
And at 0.25%, the PGE-2 inhibition rate reached the highest (about **81.6%**)

COMTHING SGS

Clinical relief of redness and swelling

Experiment scheme (*In vivo*)

1. Clean the inner forearm skin (n = 14); 2. Add the closed patch containing the test substance; 3. Remove the patch after 24 hours of sealing; 4. Take photos and compare the difference of erythema.



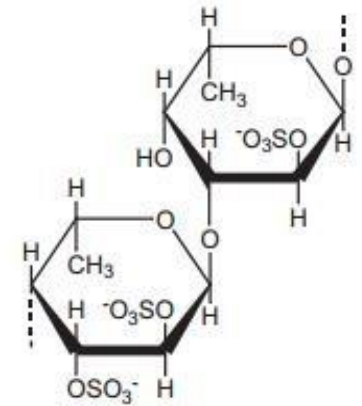
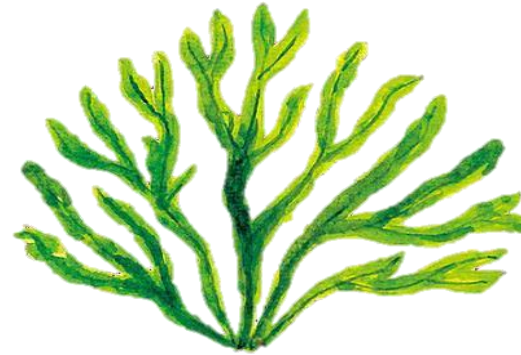
Conclusion:

2% SGS can relieve erythema caused by 5% SLS closed patch, which can relieve redness and swelling up to **45.3%**

GMOIST SEA-GEL-H

INCI:

Water, Glycerin, FucusvesiculosusExtract, Butylene Glycol, 1,2-Hexanediol, Hydroxyacetophenone.



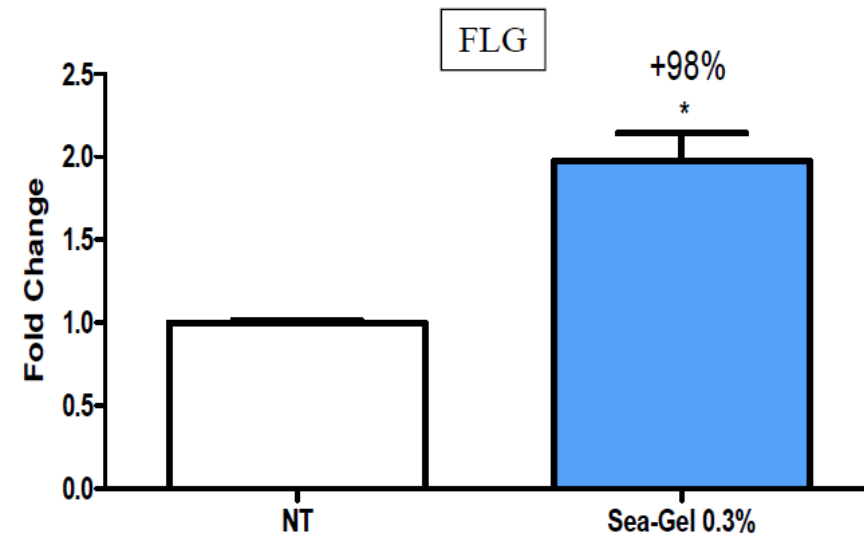
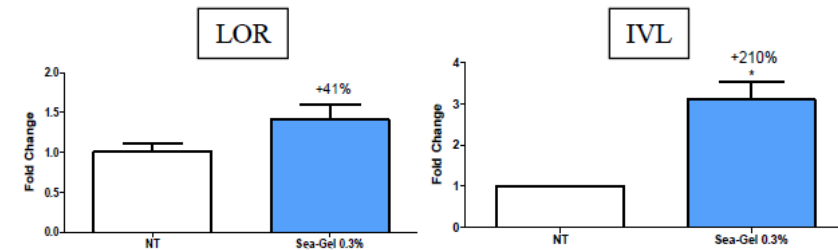
GMOIST SEA-GEL-H

Improve CE constitutive protein synthesis

Gmoist®Sea-Gel enhances skin barrier gene expression:



Different gene expression in HaCaT cells



06.

Anti-age ингредиент
мгновенного действия



IMMEDELINE PG



“Inspiration” from natural phenomena

Peach gum exists for "neogenesis "

Peach resin, also known as peach gum, is secreted from the bark of peach trees under the action of external forces to produce wounds

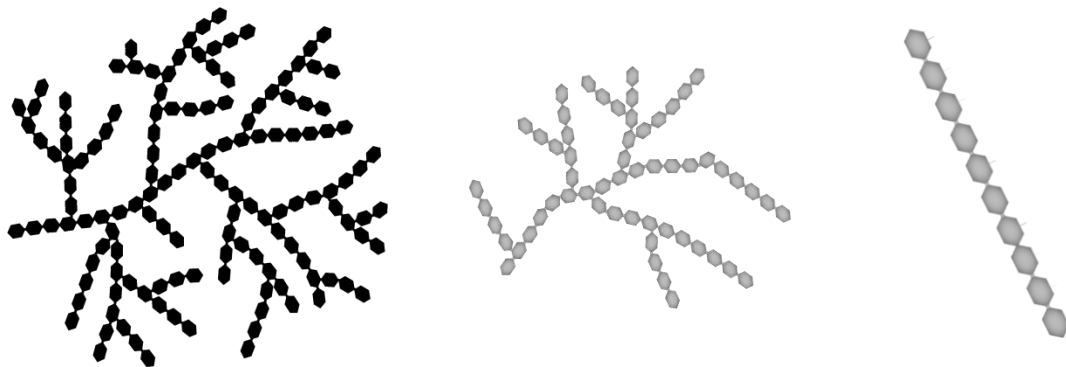
It can **tighten** the cracked bark, is conducive to wound healing, and is the self- defense mechanism of the peach tree

IMMEDELIN PG

“Golden ratio 4:1”

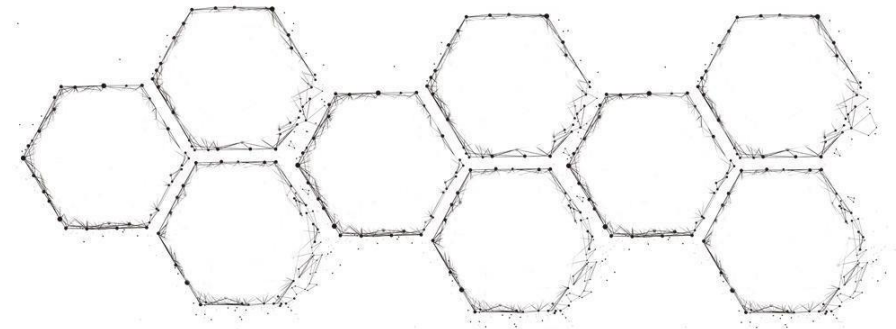
-Exploring the skin firming mechanism of peach gum polysaccharide

- Peach gum is a kind of natural polysaccharide translucent gum secreted from damaged peach tree branches and trunk. The macromolecular chain of peach gum is **highly branched**, and its polysaccharides mainly consist of arabinose (64.03%), galactose (27.37%) and others



Network film

- The research of GREAF Innovation Lab found that peach gum polysaccharides with **specific molecular weight interval combination** could achieve the best skin tightening effect. (Remarks: 4:1 refers to the ratio of grade 100,000 polysaccharides to grade million polysaccharides)




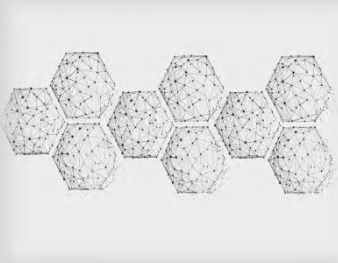


-Millions of molecules form a large skeleton –Filled with hundreds of thousands of molecules

Dense network film

IMMEDELINE PG

Birth of Immedeline PG

— INCI Name: Water, *Prunus persica* (Peach) Resin Extract, 1,2-Hexanediol, Ethylhexylglycerin —

Inspiration from natural phenomena	Golden ratio	Innovative extraction process	Precious source
			
<p>Peach gum is secreted from the bark of peach trees under the action of external forces to produce wounds. It can tighten the cracked bark</p>	<p>Peach gum polysaccharides with specific molecular weight interval combination can achieve the best skin tightening effect</p>	<p>The combined process of gradient temperature extraction and ion exchange resin can maximize the enrichment of the target polysaccharides</p>	<p>Peach gum produced in the Jade Dragon Snow Mountain is not artificially processed and there is no pollution, so it is called the most precious peach gum</p>

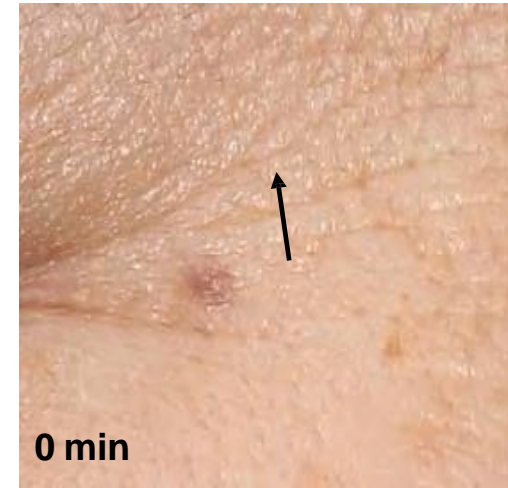
IMMEDELINE PG

Anti-Wrinkle data

- Detecting instrument: VISIA



Subject 1 - **5% Immedeline PG**

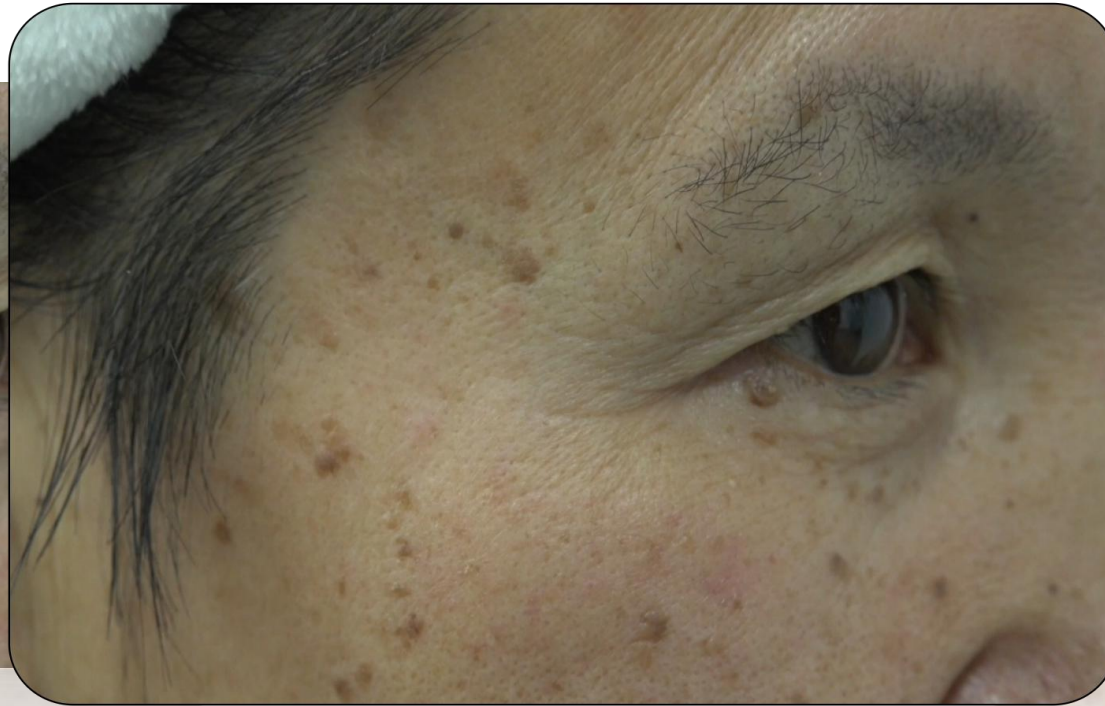
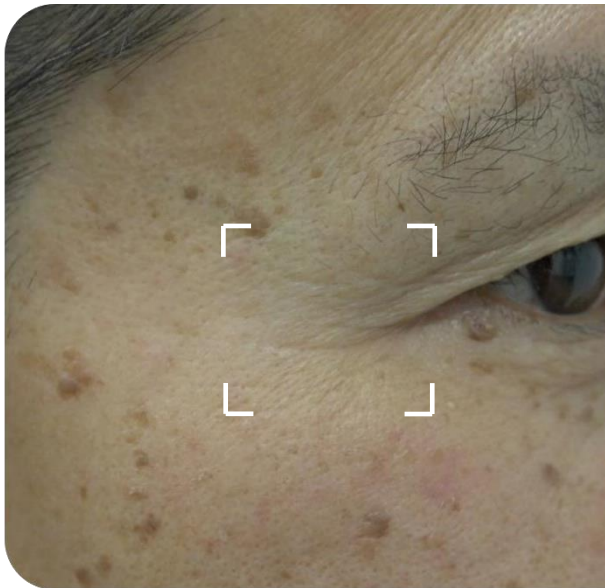


Subject 2 - **5% Immedeline PG**

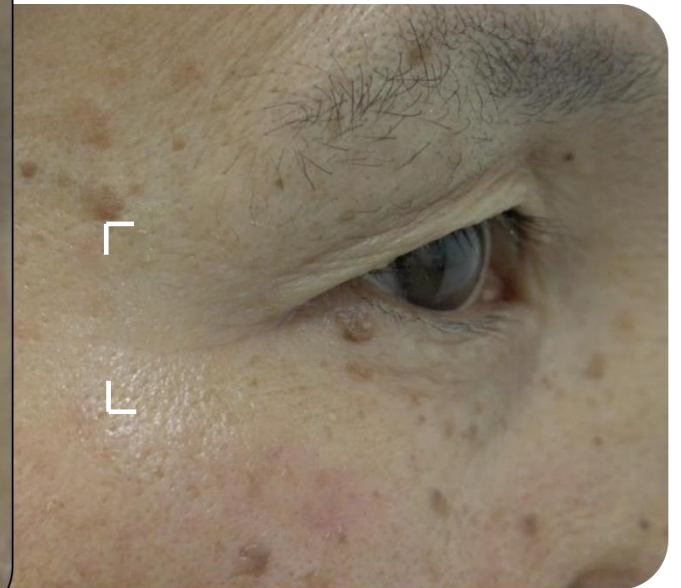
IMMEDELINE PG

Anti-Wrinkle data

Before treatment



After 10 mins



10 mins Immedeline PG has an obvious wrinkle removal effect

PRINCIPHYAL CUBE³

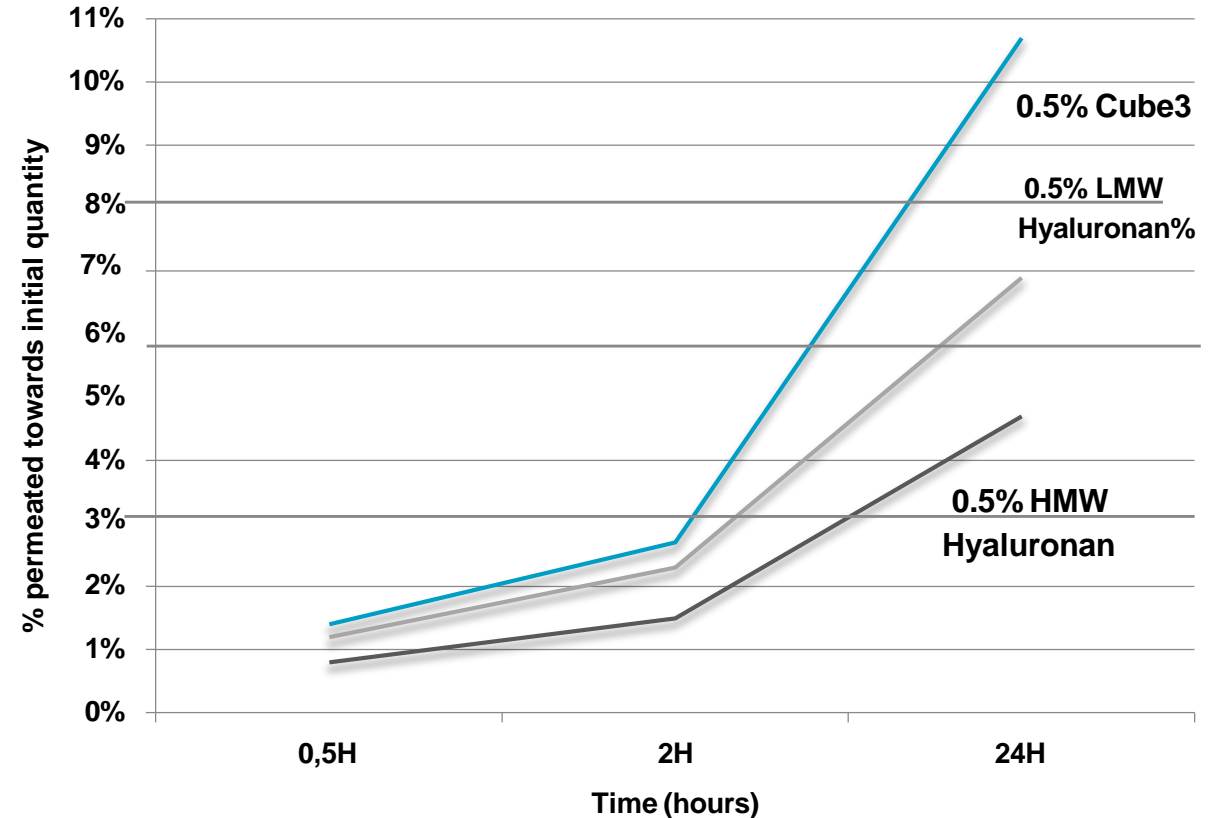
- 2.0 generation of Sodium Hyaluronate
- Molecular weight spectrum 50 – 3000 kDa
- Skin lifting, modulation of fibroblasts activity and improvement of percutaneous absorption
- Improvement of skin barrier effect and short-term moisturization
- Available Saf-e-cacy[®] dossier on safety & efficacy



PRINCIPHYAL CUBE³. EFFICACY PROFILE

PERMEATION COMPARATIVE DATA TO "CLASSIC" INGREDIENTS

- After 24h PrincipHYAL[®] Cube³ demonstrates greater performance versus both:
 - low (**55%** more efficient) or
 - high (**125%** more efficient) molecular weight hyaluronans
- Epidermis penetration is quick, but persists in time (24h).

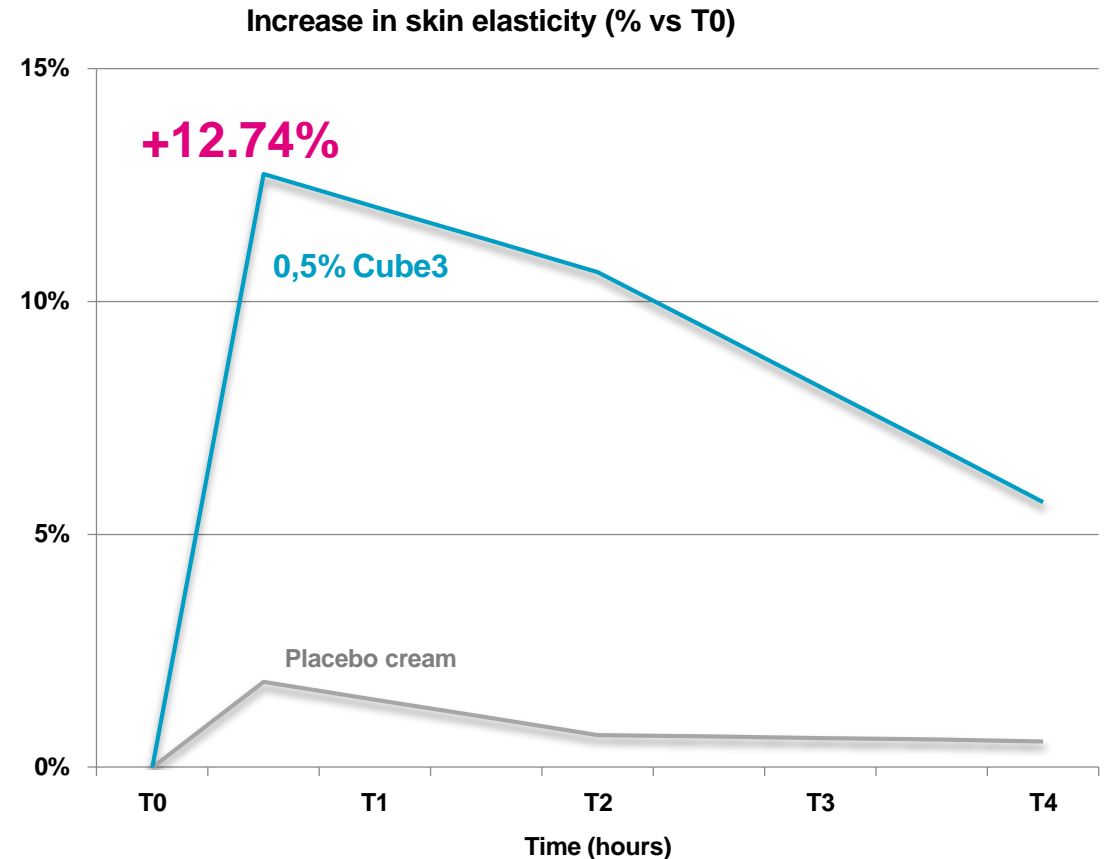


Protocol: on reconstructed human epidermis model (RHE, Skinethic). Ingredient under skin culture is calculated using ELISA method

PRINCIPHYAL CUBE³. EFFICACY PROFILE

SKIN ELASTICITY

- PrincipHYAL[®] Cube³ formulated at 0.5% significantly improves elasticity versus placebo
- Increase of elasticity up to **12.74%** in 30 minutes

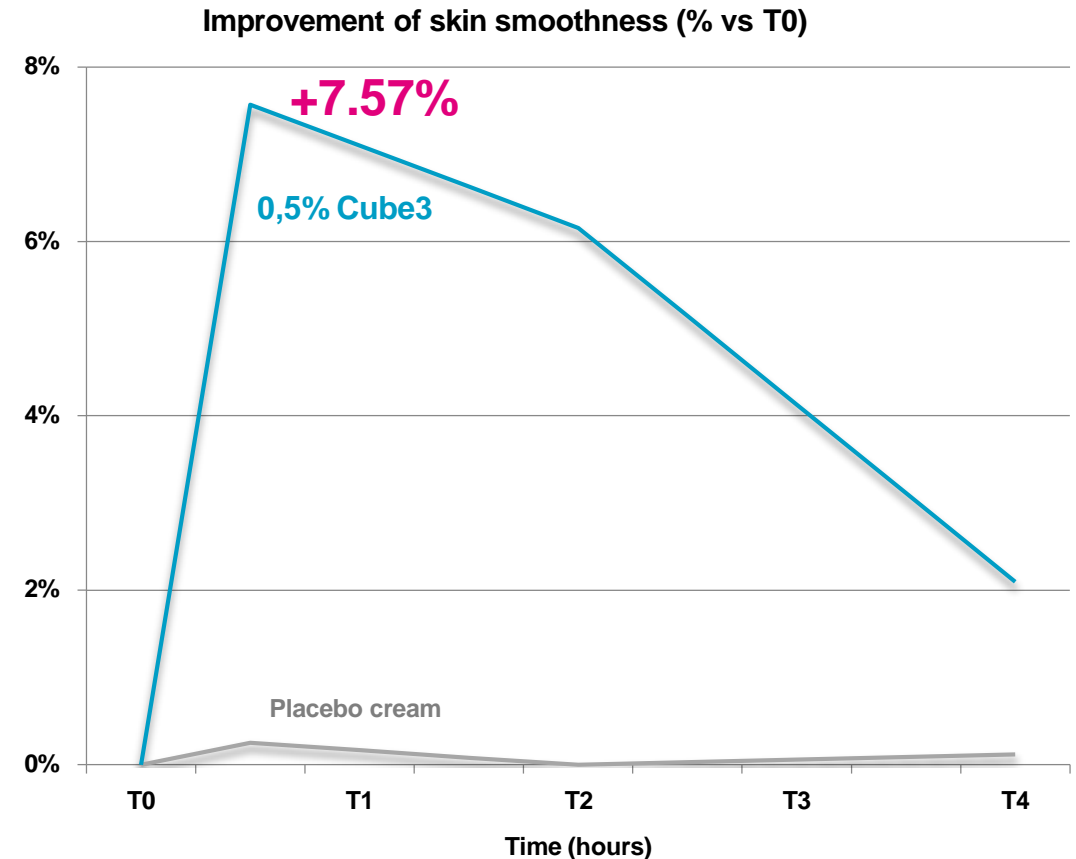


Protocol: on 10 women, age 30 to 50. Material: Cutometer[®] MPA 580. Skin elasticity measured (suction/elongation) at T0 before product application, 30, 120 and 240 minutes (T0.5, T2 and T4) after applications

PRINCIPHYAL CUBE³. EFFICACY PROFILE

SKIN SMOOTHNESS

- PrincipHYAL[®] Cube³ formulated at 0.5% significantly improves smoothness versus placebo
- Increase of smoothness up to **7.57%** and **6.16%** in 30 and 120 minutes



Protocol: on 10 women, age 30 to 50. Material: Visioscan. Image analysis of parameters on SESm, skin smoothness at T0 before product application, 30, 120 and 240 minutes (T0.5, T2 and T4) after applications

07.

Пробиотик нового поколения



ENER-GY PLUS

- Glyceryl glucoside in an upcycled Mediterranean matrix
- Developed by enzymatic technology
- Active ingredient for a smiling skin
- Cell energy booster
- Increase of ATP production
- Skin Microbiota friendly



ENER-GY PLUS. MECHANISM OF ACTION

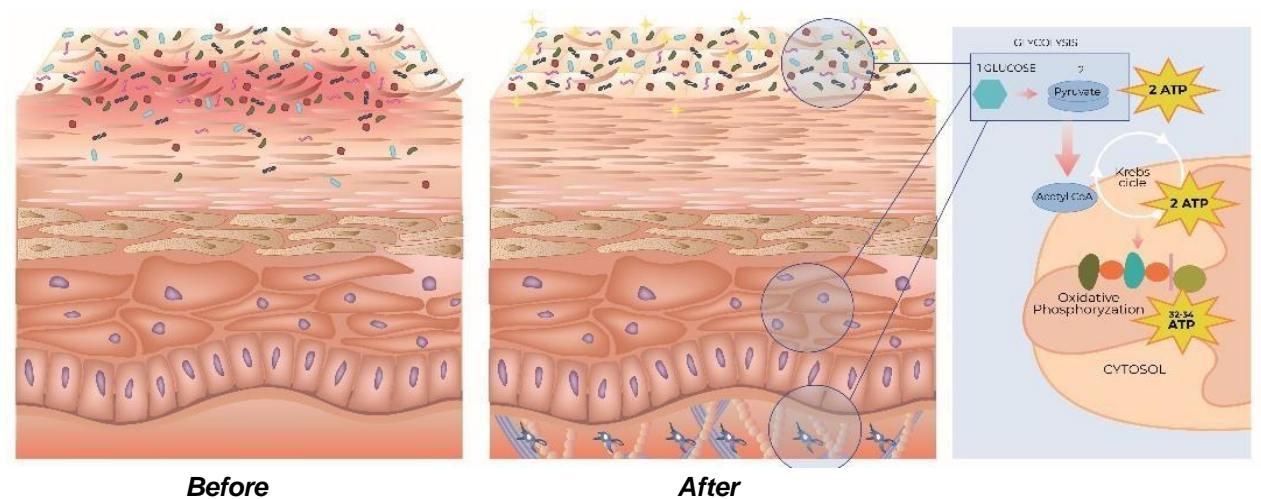
BOOSTER OF ENERGY FOR CELLS

Ener-GY *plus* supports the cell vitality thanks to its specific efficacy in boosting mitochondrial biochemical pathways

Ener-GY *plus* performs beneficial effect on skin ecosystem

↑ **Mitochondrial activity**

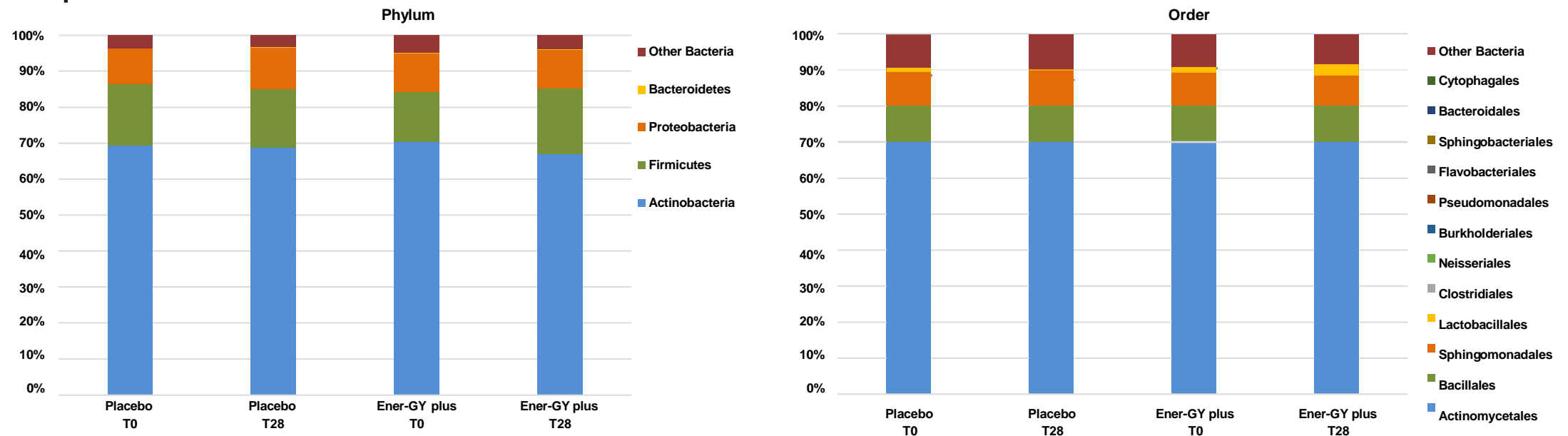
↓ **Mitochondrial senescence**



ENER-GY PLUS. EFFICACY DOSSIER

SKIN MICROBIOTA EVALUATION

Ener-GY *plus* helps in maintaining the physiological balance in skin microbiota composition



Protocol: placebo-controlled study carried out on 24 female subjects, aged over 18 years old. The study duration is 28 days and products efficacy is assessed was evaluated through skin microbiome assessment by means of 16S rRNA analysis

08.

Умная 3D система увлажнения



GMOIST CS. LEGENDARY CAPPARISSPINOSA

Legendary Capparis spinosa

with the power of smart moisture

- **Hyper-xerophytes**

Strong resistance to drought, high temperature and infertility

- **Rare herbs from the western regions**

It is a traditional herb in western region of China

- **"wild watermelon" in desert**

Unique flavor, edible fruit



GMOIST CS

*, p<0.05 ; **, p<0.01 ; ***, p<0.001

Summary

In vitro moisturizing verification

Key targets of short-term effect (4h)		
FLG	Caspase14	NMFs
-37.8%	+56.6%	+14.4%
**	**	*

- Gmoist CS can effectively enhance the activity of Caspase14, accelerate the degradation of FLG, and release more NMFs

Key targets of long-term effect (24h)		
FLG	TGM5	LOR
+135.7%	+17.8%	+18.7%
***	*	*

- Gmoist CS can promote FLG as reserves and effectively increase the content of TGM5 and LOR

GMOIST CS

Summary

Clinical protocol

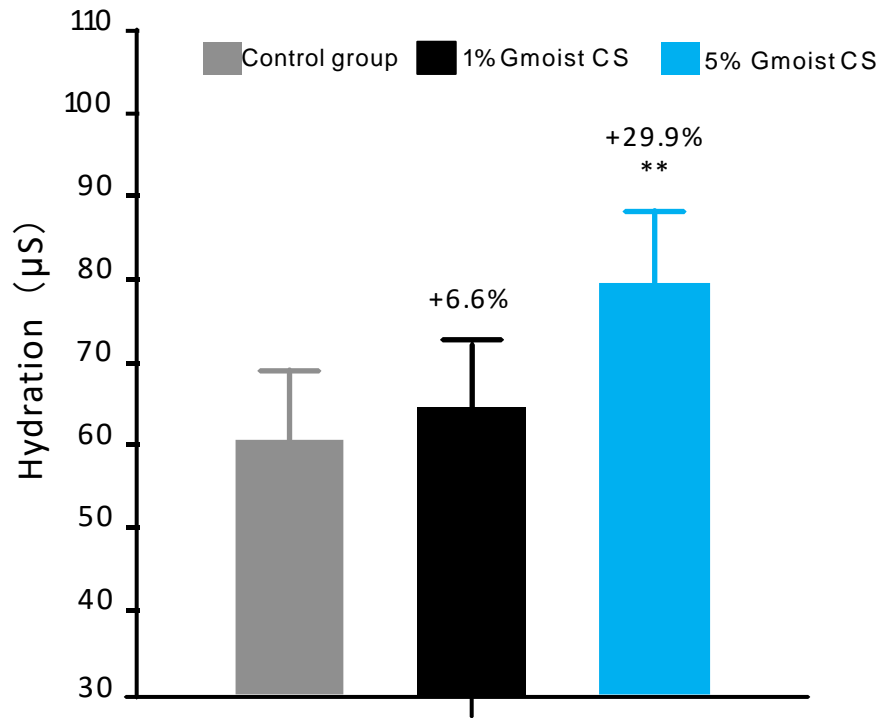
Moisture content	0.5h	4h	6h	Increase range
High-face	19.9% ***	13.6% **	+8.4%	+
Medium-arms	55.7% ***	48.7% ***	+44.3% ***	++
Low-Lower legs	81.6% ***	+75.8% ***	+72.9% ***	+++

- Moisturizing effects of Gmoist CS were observed on different parts of the same volunteers
- Gmoist CS has an intelligent regulation effect on different skin parts with different water content. The drier the skin, the stronger the effect

GMOIST CS

Clinical smart moisturizing verification (Dermoscope)

Protocol 2: People with different dry skin
- instant moisturizing effect



	Contro groupl	5% Gmoist CS	
Subject 3 (dry skin)			58.9% \uparrow (water content increase rate)
Subject 7 (dry skin)			98.9% \uparrow (water content increase rate)
Subject 8 (dry skin)			120.3% \uparrow (water content increase rate)

GMOIST CS

Skin scaling



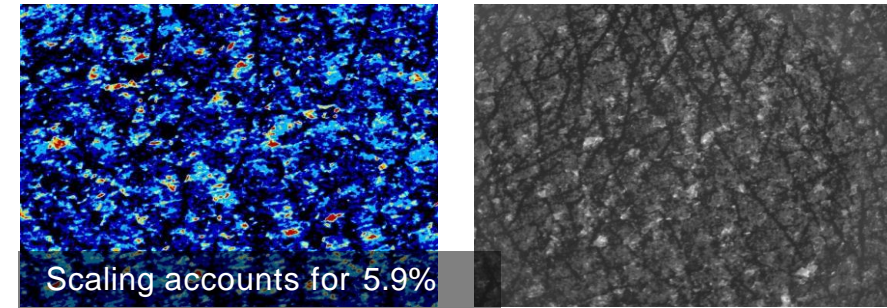
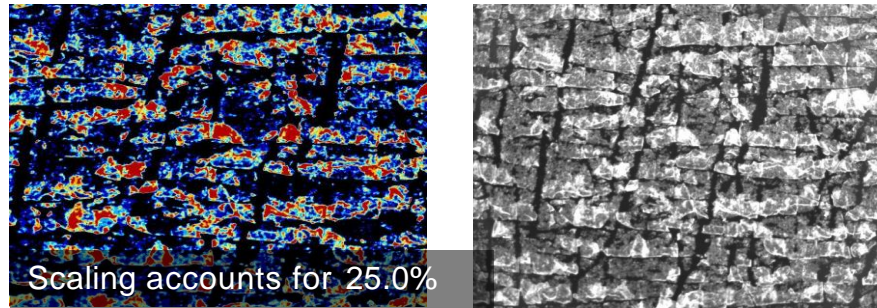
Clinical smart moisturizing verification (Skin scaling)

Protocol 2: People with different dry skin-instant moisturizing effect

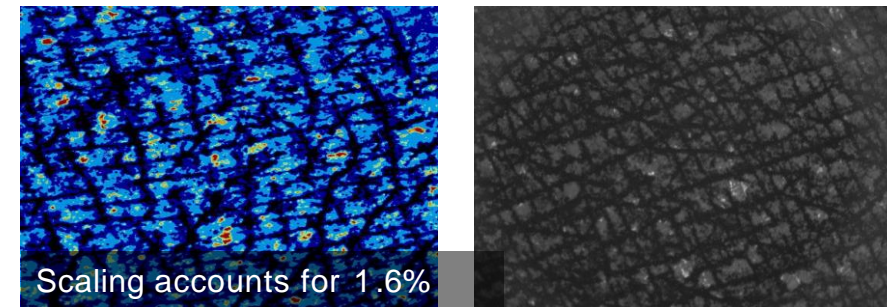
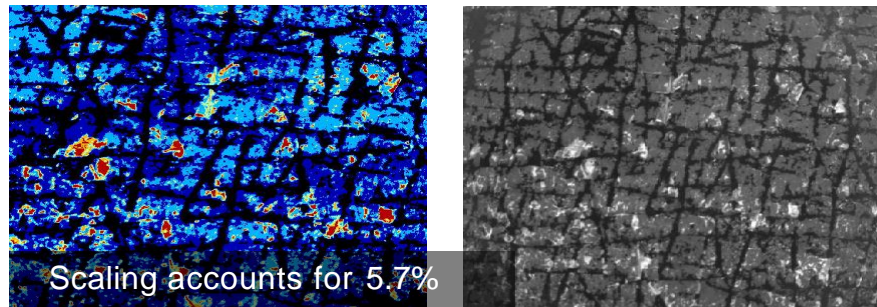
Subject 7 (dry skin)

Subject 14 (Less dry skin)

Blank



5% Gmoist CS



- 77.3%

- 72.4%

GMOIST CS. MULTI-DIMENSIONAL INTELLIGENCE

Precisely target at moisturizing channel: proFLG-FLG-NMFs



Part 01
Smart mechanism

Part 02
Smart plant

Part 03
Smart model



Super-xerophyte –
Capparis spinosa with
a unique smart
“nap” mechanism

High and low
humidity, long-term and
short-term effect
multi-dimensional
intelligent verification





СПАСИБО ЗА ВНИМАНИЕ!

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<https://vk.com/invitaru>



Новинки в косметических ингредиентах 2022

