

## Stem Cell Hydra Moisturising Serum

→ *Optimal level of hydration to rejuvenate the skin*

We need to take care of our skin and keep our skin's hydration level in optimum level in order to prevent our skin turn to uncomfortable condition: dry & flaky, scaling, itching and cracking. This formulation is non-drying to the skin and it gives you an intense sensation of softness to your skin. It is enriched with moisturizing complex that are kind to our skin and helps to keep our skin from drying out. It has excellent moisturizing effect and provides deeply improvement in skin hydration with its unique natural way. It is readily absorbed, providing intense nourishment and helps to preserve your skin moisture.

With daily use of this specially designed non-greasy moisturizing serum, it helps to soften your skin, toning the skin from dryness and keep your skin smoother. Immediate moisturizing effect with a long term & sustained hydration belongs to you! Remember, "A good moisturization is a sustainable source of youth and beauty for the skin"

Our formulation contains:

- NO preservative added**
- NO mineral oil**
- NO lanolin**
- NO comedogenic ingredients**
- NO animal derived ingredients**
- NO colorant**
- NO petrolchemicals**

### Active ingredients used :

1. **INCI Name : Water/Glycerin/Trehalose/Urea/Serine/Pentylene Glycol/Glyceryl Polyacrylate/Algin/Caprylyl Glycol/Sodium Hyaluronate/Pullulan/Disodium Phosphate/Potassium Phosphate**

- Powerful "anti-thirst" moisturization
- Immediate and lasting effect (5days)
- Restores the quality of the skin barrier



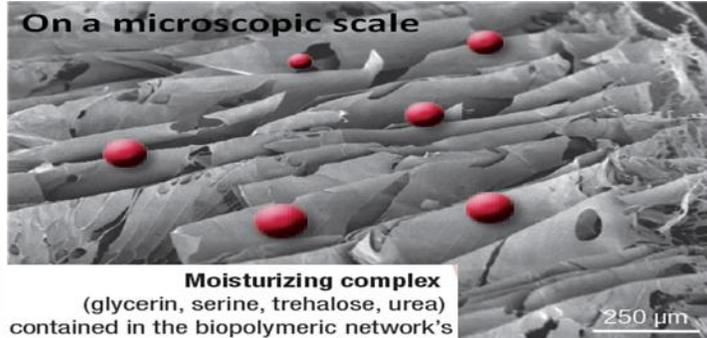
2. **INCI Name : Symphytum Officinale Root Cell Extract /Isomalt /Lecithin**
  - Speed up your skin renewal through stem cell activation

**Direction Of Use:** After cleansing and toning, dab a small amount onto face and apply gently and evenly to the entire desired areas. For external use only.

**Active Ingredient 1 :**

**INCI Name : Water/Glycerin/Trehalose/Urea/Serine/Pentylene Glycol/Glyceryl Polyacrylate/Algin/Caprylyl Glycol/Sodium Hyaluronate/Pullulan/Disodium Phosphate/Potassium Phosphate**

It is a molecular network of natural biopolymers with a high concentration of a moisturization complex containing glycerin, serine, trehalose and urea.



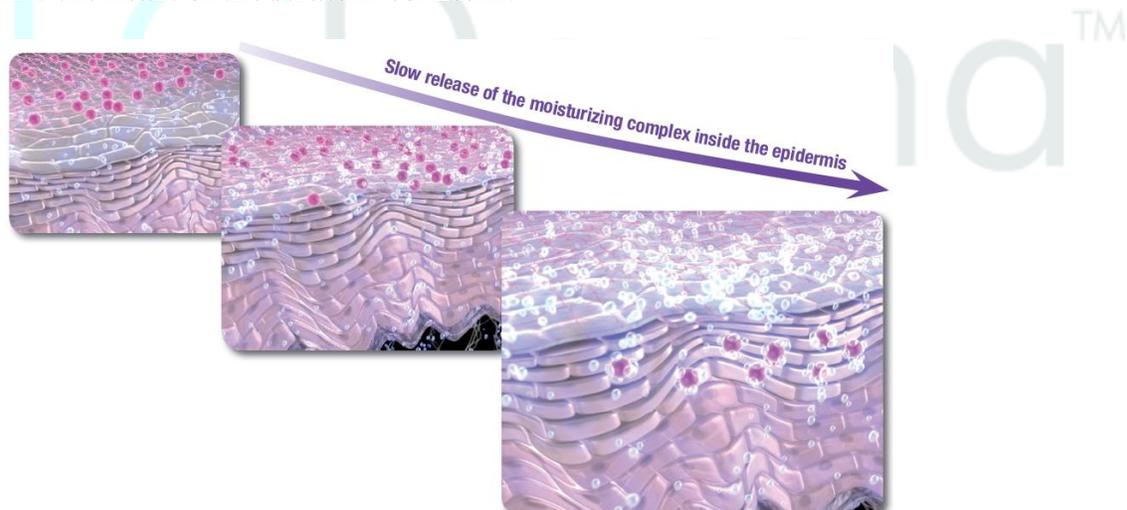
The key function of this active ingredient is to ensure an optimal level of hydration of the stratum corneum to maintain flexibility and smoothness of the skin for as long as possible

**How it works?**

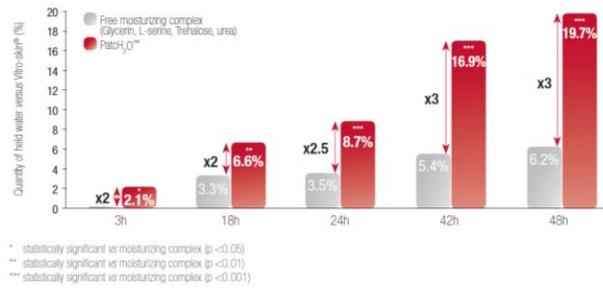
It offers optimal hydration by acting on **two levels**

**On the surface of the skin,** the novel and unique combination of hyaluronic acid, alginate and a natural glucan known as pullulan, forms a molecular mesh.

This micro-network is loaded with a moisturizing complex, which is gradually released into **the heart of the stratum corneum.**

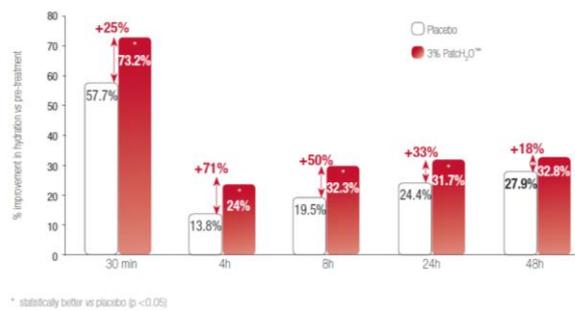


## Reduction of TEWL(Transepidermal Water Loss)



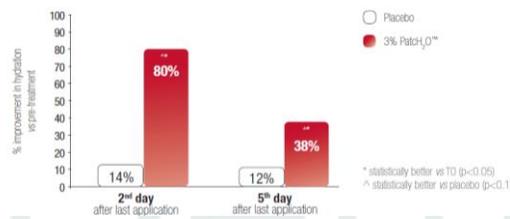
Instant relief – Skin hydration ↑ after 30min of application

Sustained protection – Up to 48 hours of hydration even after just one application

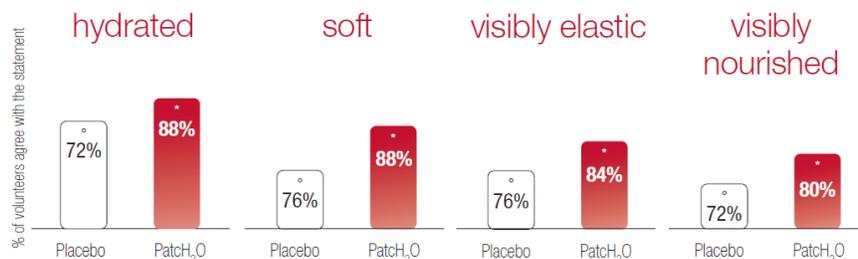


Optimized moisturization capital – Prolongs skin hydration up to 5 days after application

Long-lasting results after the last application:  
 2<sup>nd</sup> day, 80% of the moisturizing effect  
 5<sup>th</sup> day, 38% of the moisturizing effect.



After 21 days, volunteers consider their skin...



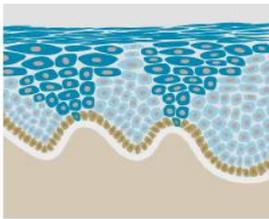
\* significant percentage with Patch-O™ (p < 0.01)  
 ° significant percentage with placebo (p < 0.05)

**Active Ingredient 2:****INCI Name : Symphytum Officinale Root Cell Extract /Isomalt /Lecithin**

- ➔ Speed up your skin renewal through stem cell activation
- ➔ Plant stem cells to protect skin stem cells

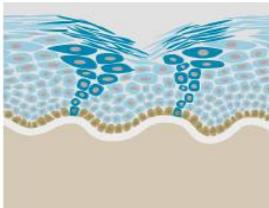


It is obtained from Comfrey *Symphytum Officinale* L. Comfrey used since ancient times. It is one of the oldest known medicinal plants. It speeds up the healing of injuries thanks to its capacity to stimulate cell proliferation and thus promote tissue formation.

**Target skin layer : Epidermis layer****Young Skin**

Epidermal stem cells replace aged and damaged skin cells

- ➔ Efficient barrier function
- ➔ Smooth skin

**Aged Skin**

The regenerative capacity of stem/progenitor cells is reduced

- ➔ Epidermal turnover rate decreases
- ➔ Thinner epidermis
- ➔ Dry, rough and dull skin

**Symphytum Stem Cell Extract helps :**

- 1. Activation of the regenerative capacity of epidermal stem cells**  
: Restore the proliferation capacity of epidermal stem cells in a pro-aging medium
- 2. Reduction of the age-related thinning epidermis**  
: Formed a thicker and more differentiated epidermis with higher hyaluronic acid content
- 3. Increase in epidermal turnover**  
: Reduction of skin renewal time
- 4. Smoothing effect**  
: Significant increase in skin smoothness

## **PRESERVATIVE FREE SYSTEM**

**INCI Name : Methylpropanediol (and) Caprylyl Glycol (and) Phenyl Propanol**

Why we need preservative in our formulations :

- ❖ Extend product lifespan
- ❖ Prevent Microbial Growth
- ❖ Preserve the quality of the product

**Conventional Preservative System :**

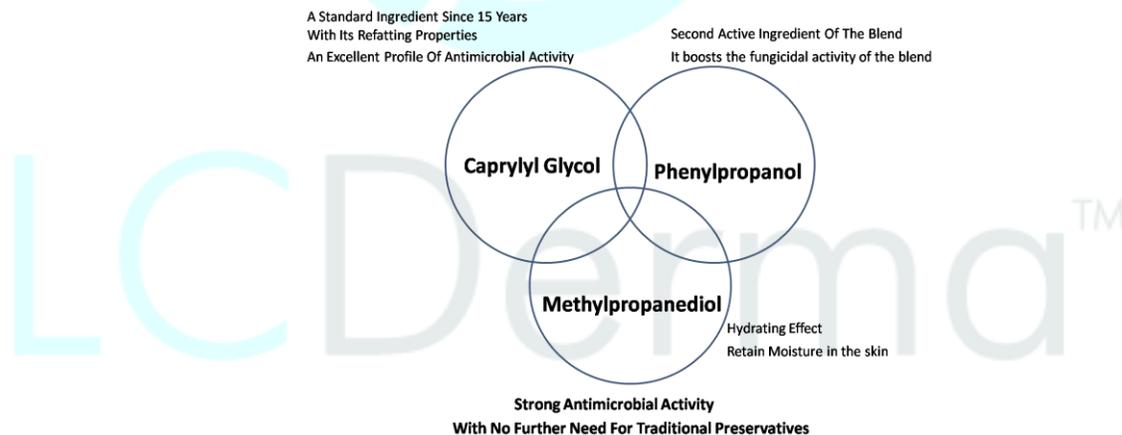
**Parabens,Phenoxyethanol,Methylchloroisothiazolinone/Mehtylisothiazolinone/  
Formaldehyde based preservative eg. DMDM Hyantoin, Quaternium-15**

Preservatives in skincare product used in minuscule quantities to extend the life of a product; but some consumers are sensitive to them that a very small amount ends up causing some very big skin problems, especially with repeated applications.

They may have skin reactions and allergies to preservative, causing skin irritations, allergic skin reaction and skin sensitization.

Here, we introduce a series of skincare product which is formulated with *preservative free system*.

**What is the preservative system we used ?**



- ✓ Reliable Paraben Free Preservation
- ✓ An alternative to conventional preservative system
- ✓ Effectively protect the product against microbiological spoilage
- ✓ Provide reliable efficacy with a low level of surface active : reduce irritations/stinging potential
- ✓ While preserve the product, it increase the moisture level in the skin