

STEM CELL FACIAL WASH

→ Sulfate Free

We all know that a skin care regime starts with a good cleanser. Pure water alone is not good enough for removing dirt, which is fat-soluble and sticks to our skin. It requires a cleansing agent to allow the dirt to be washed away. Washing your face is a part of your daily routine. When you clean your skin of face, you are removing sweat, dirt, bacterial, smoke, excess oil and other type of pollutants from the skin of the face.

There is a wide range of cleanser designed for cleansing your face, available in the market as soap based cleanser or sulfate based cleanser. Consumers will always consider mildness, cleansing ability, skin appearance and feel, low toxicity and the smell as well. Most people have been using sulfates based/soap based cleanser for years. However, within the past few years, there is a rise of demand on sulfate free cleanser. There are many studies / articles published to show SLS/SLES are being a serious potential health threat to consumers. Many of us are looking an alternative product to replace sulfate based products – Sulfate Free. What is sulfate free? Is it true that soap based cleanser / sulfate based cleanser is bad for your skin?

Here, we are introducing you an absolutely amazing Stem Cell Facial Wash for dry, mature, sensitive skin. This facial cleanser is very mild, gentle and non-irritating to skin or eye. It is gentle removes surface impurities, dirt, excess oils and it washes off easily. It formulate with mild and moisturizing ingredients that is kind to our skin. Finding the suitable facial cleanser can be very important because these products are used so frequently / daily.

This facial cleanser contains :

- NO sulfates substance (Sulfates Free Surfactant)**
- NO preservative added**
- NO mineral oil**
- NO lanolin**
- NO comedogenic ingredients**
- NO animal derived ingredients**
- NO colorant**
- NO petrolchemicals**

Direction Of Use

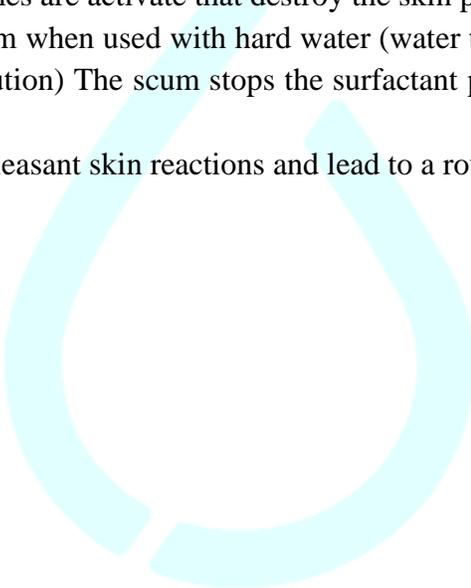
Pump a small amount onto palm. Lather with water and massage gently onto face, rinse thoroughly. For external use only.

What is soap based cleanser :

It is the most commonly used cleanser. It made from a combination of fats (of animals or vegetable origins)

Disadvantages of soap based cleanser

- Can cause dryness / irritation due to anionic surfactants
- Disturb the skin's natural pH
- Alkaline formulation – irritates sensitive skin (Alkaline skin degrades quickly as protease enzymes are activate that destroy the skin proteins.
- Soap form scum when used with hard water (water that contains a high amount of calcium in solution) The scum stops the surfactant properties, so one tends to use more soap.
- Can cause unpleasant skin reactions and lead to a rougher skin texture



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What is SLS/SLES in the market?

Both Sodium Lauryl Sulfate (SLS) and its close relative Sodium Laureth Sulfate (SLES) are commonly used in thousands of cleanser product. SLS / SLES are esters of sulphuric acid. Both are good in foaming and cleaning properties. They are known to have many side effects that can potentially be detrimental to health. Among the possible dangers are:

Skin irritation/skin corrosion - Some consumer using product that contain SLS could result in skin dryness / redness.

Hormone Imbalance - Absorbed into the skin, mimic the activity of the hormone Oestrogen. This may cause health problems from Menopausal symptoms to dropping male fertility and increasing female cancers such as breast cancer, where Oestrogen levels are known to be involved.)

Eye Irritation/threaten to eye care - Absorbed through the skin, may cause eye damage WITHOUT ever directly coming into contact with your eyes

Protein denaturing – Our cell are made from protein. SLS exerts it effects on protein by forming a chemical bridge between the fat-soluble and water – soluble parts of the protein molecule. This reduces or eliminates the cell's ability to heal itself. Existing protein are damaged, leading to an increase in the amount of healing required by the body. Secondly new protein is affected during the construction process and when the protein is damaged, the body has to expand extra energy to heal the distressed cells. This type of activity can lead to early stages of skin cancer

Carcinogenicity - Carcinogenicity is defined as the propensity to cause cancer. Protein denaturing can be linked to the early stages of skin cancer. Carcinogenic nitrates can form in the manufacturing SLS or by its inter-reaction with other nitrogen bearing ingredients within a formulation utilizing the ingredients.

In summary,

Products contain SLS/SLES	Sulfates Free products
1. Skin irritation problem – dryness/redness	1. Formulated with mild surfactant.
2.Hormone imbalance	2. No hormone problem
3.Eye irritation	3. No eye irritation
4.Protein denaturing – cell protein in our skin damage, leading to early stage cancer	4. Without SLS, existing protein in our body will not be damaged.
5.Carcinogenicity – risk to cause cancer	5. Surfactants used are safer compared to SLS/SLES

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Cleansing Agent / Surfactant We Used :

INCI Name : Sodium Cocoy Hydrolyzed Amaranth Protein

Due to consumers' growing awareness of SLS/SLES may cause potential health problems, they are constantly seeking out an alternatives cleansing product which does not contain such ingredients.

What is *Sodium Cocoyl Hydrolyzed Amaranth Protein* ?

- It is a natural foaming peptide based on organic source of amaranth grain Peru. Organic sources of materials are an important healthy choice as they are produced without the use of antibiotics, added growth hormones, or pesticides.
- It is soft, gentle feel with no irritation.
- It is extremely mild and biodegradable
- It is free of allergenic gluten
- It is a good source of vitamins and minerals
It offer 9 essential amino acids (cannot be synthesized by skin) – required for wound healing, antioxidant properties, lipolysis, water balance, immune stimulation, and skin revitalization.
- Best sources of vegetable protein available, having better amino acid profile than cow's milk or soy.

Comparison of Nine Essential Amino Acid Profiles of Whole Milk and Amaranth

Nine Essential Amino Acids	% w/w per 100g product based	
	Whole Milk	Amaranth
Threonine	0.15	0.56
Valine	0.15	0.69
Methionine	0.08	0.23
Isoleucine	0.16	0.59
Leucine	0.43	0.89
Phenylalanine	0.13	0.55
Lysine	0.32	0.75
Histidine	0.03	0.39
Tryptophan	0.06	0.18

Active Ingredient 1:**INCI Name : Aqua (and) Glycerin (and) Avena Strigosa Seed Extract (and) Lecithin**

It is a unique moisturizing agent for skin. It contains extract of black oats and plant-based lecithin. This combination is deeply effective and long-lasting improvement in skin hydration. It increases the skin moisture, lead to visible improvement in the skin condition.



- *Extract of black oats* contains water-retaining substances such as polysaccharides and amino acid.
- Reinforces the skin's own Natural Moisturising Factor (NMF) in storing the water in epidermis.



- *Plant-based Lecithin* (from soybean and GMO-free) strengthens the lamellar lipid matrix of the epidermis.
- Transepidermal water loss (TEWL ↓)

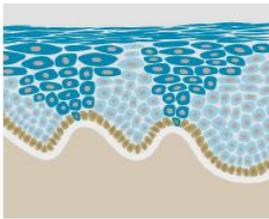
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Active Ingredient 2:**INCI Name : Symphytum Officinale Root Cell Extract /Isomalt /Lecithin**

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

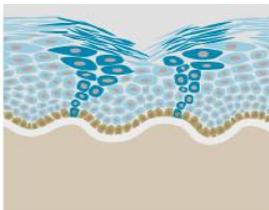


It is obtained from Comfrey *Symphytum Officinale* L. Comfrey used since ancient times. It is one of the oldest known medicinal plants. It speeds up the healing of injuries thanks to its capacity to stimulate cell proliferation and thus promote tissue formation.

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 product :

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

Conventional Preservative System :

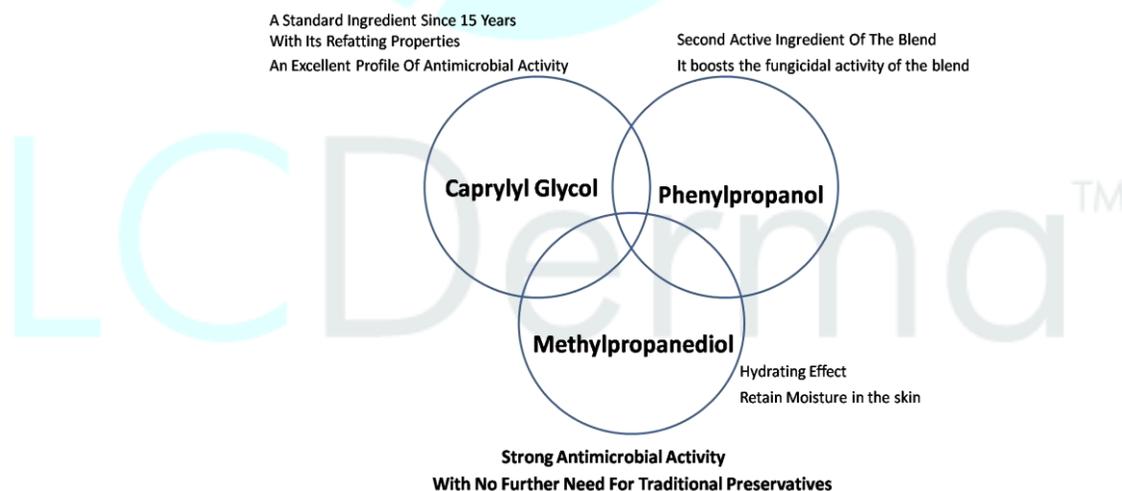
Parabens,Phenoxyethanol,Methylchloroisothiazolinone/Mehtylisothiazolinone/ Formaldehyde based preservative eg. DMDM Hyantoin, Quaternium-15

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.