

## **Stem Cell UV CC Cream (SPF30)**

We all know BB Cream (Blemish Balm Cream), but do you ever know what is CC Cream? The new CC Cream is trending in the market at the moment and it is also known as Color / Complexion Correction Cream. It is an improved version of the BB Cream. It is becoming more popular and it offer better benefits then BB Cream. This product is more than just a BB Cream!

*This CC Cream 's formulation :*

**Encapsulated organic sunscreen**  
**NO preservative added**  
**NO mineral oil**  
**NO lanolin**  
**NO comedogenic ingredients**  
**NO animal derived ingredients**  
**NO colorant**  
**NO petrolchemicals**

Specially formulated multifunctional CC Cream helps to even out skin tone for perfect radiant skin. Its rich and non-greasy texture is suitable for all skin types. It provides soothing, comfortable and hydrated all day long. It helps to protect your skin from harmful UV rays and helps the skin maintain an even complexion / correction unevenness complexion simultaneously. With this CC Cream, it conceals and provides better coverage to imperfect skin. We are not only introducing CC Cream, but we are proposed you a “**SMART**” CC Cream.

Why do we name it “**SMART**” CC Cream?

- S**     *Sensory / Soft-touch* – Non greasy/comfortable/smoothes
- M**     *Moisturize* – Provide hydrates and nourishes skin
- A**     *Anti-Aging* – Reduces the sign of aging
- R**     *Reduces sensitivity in reactive skin* – Soothes irritated skin / Anti-inflammation
- T**     *Tone* – Balances and help even out skin tone / Protect skin from unevenness complexion and harmful UV rays.

### **Direction Of Use :**

Dab a small amount onto perfectly cleansed and toned face. Apply liberally and evenly to the entire desired areas. For external use only.

**Active Ingredient Used :**

- 1. INCI Name: Biosaccharide Gum-1**  
→ Multifunctional Glycan
- 2. INCI Name : Aqua/Propanediol/Boerhavia Diffusa Root Extract**  
→ Natural lightening agent / smart depigmentant
- 3. INCI Name : Symphytum Officinale Root Cell Extract /Isomalt /Lecithin**  
→ Speed up your skin renewal through stem cell activation

***1 Product – 10 Instant benefits !***

- ✓ Full spectrum sun protection SPF 30
- ✓ Better coverage to imperfect skin
- ✓ Correct blemishes/conceals all type of skin imperfection
- ✓ Smoothing wrinkles/fine lines away
- ✓ Restore skin moisture
- ✓ Soothing & hydrating all day long
- ✓ Brightening & Radiance skin complexion
- ✓ Restore skin luminosity
- ✓ Refreshing & comfortable skin feel
- ✓ Promote healthier / youthful & natural skin

LCDerma™

## What is the sunscreen agent we used?

The sunscreen agent we used is the combination of Butyl Methoxydibenzoylmethane, Ethylhexyl Methoxycinnamate, Phospholipids and Benzophenone-3 which provides full-spectrum protection.

## How it works?

It is safer and more stabilized chemical sunscreens. Through a proprietary, high pressure, and high shear process, the particle size of the pre-solubilized mixture of both liquid and powder organic sunscreens is controlled at 1 micron.

### Encapsulated Sunscreen of the next generation W/O/W double sphere enwrapping



The sunscreen mixture is then encapsulated in W/O/W double sphere system, which stabilizes the oily chemical sunscreen and makes it into an aqueous dispersion. It can not only prevent the uneven protection and lower SPF caused by particle aggregation common to chemical sunscreens, but also make it a safe, stabilized, and non-irritant sunscreen which doesn't get absorbed into the skin.

- ✓ Fully replaces traditional chemical sunscreen
- ✓ Form a thin layer of water resistant UV protection shield upon skin
- ✓ Proprietary encapsulation technology prevents the skin absorption of chemical sunscreen for longer and safer skin residence time
- ✓ Non-irritant to chemical sunscreen sensitive people
- ✓ Provides refreshing and comfortable skin feel which allows the skin to breathe freely, compared to the muggy and greasy feel of traditional ones
- ✓ Broad spectrum and uniform protection against UVA and UVB
- ✓ Improves the particle aggregation of traditional chemical sunscreen to achieve higher SPF in lower concentration of active

## Active Ingredient 1:

### ❖ INCI Name: Biosaccharide Gum-1

This active is patented and it is the first polysaccharide on the market to stimulate epidermal sirtuin-1 molecules via the topical route. Molecules launched on the cosmetic market and capable of stimulating sirtuin-1 molecules are generally of peptide/polyphenolic origin.

This active ingredient is produced by bacterial fermentation from substrates of plant origin: maize sorbitol and soya peptone. It is a type of polysaccharide rich in fucose. The presence of fucose within its structure, gives the active ingredient- *Biosaccharide Gum-1* affinity for skin receptors and helps to convey messages within the cell.

- ✓ *Soothes irritated skin / Reduces sensitivity skin*  
It has a rapid, soothing effect on irritated, hypersensitive skin, soothing the consumer and restoring the well being of the skin.
- ✓ *Fight against aging*  
By stimulating sirtuin-1 molecules, cell longevity is increase, helping cells to protect and repair themselves, and is thus a valuable ally in the fight against aging.
- ✓ *“Delayed” moisturizing effect*  
Compare to hyaluronic acid, both possess complementary moisturizing properties. However, Biosaccharide Gum-1 has a “**delayed**” effect, gradually increasing moisture level as from 1 hour post-application. It creates a film on the surface of the skin, increased protection of the skin and preventing it from drying out.
- ✓ *“Soft touch” effect*  
Sensory effect, gliding (ease of spreading), fresh sensation immediately after spreading

## Active Ingredient 2:



**INCI Name : Aqua/Propanediol/Boerhavia Diffusa Root Extract**

**A smart depigment, was awarded 1<sup>st</sup> prize in the category “Most Innovative Raw Material” during the BSB Innovation Prize in In-Cosmetics Paris 2013**

### *Dual action :*

*→Prevents (works in the initial phase of melanin synthesis)*

*→Treats (evens out skin tone and reduces spots in number and intensity)*

It is obtained from the roots of punarnava (*Boerhaavia diffusa*). Standardized in boeravinones. It has lightening, antioxidant and anti inflammatory properties.

*→ An active lightening ingredient*

*→ Act on the initial mechanisms of pigmentation*

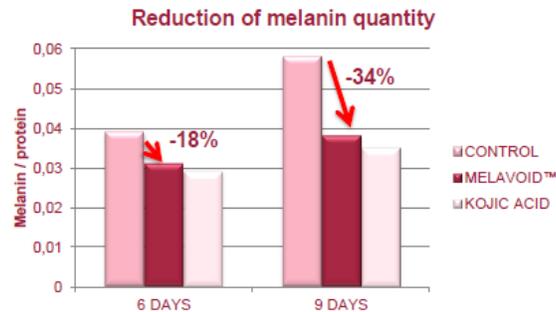
*→ Reducing melanogenic activity*

*→ Decrease skin tone in a uniform and homogenous way*

*→ Reduces the number and intensity of different type of hyperpigmentation spots*

### Evaluation Of Melanin Synthesis

Tyrosinase expression/activity ↓ : Amount of melanin ↓

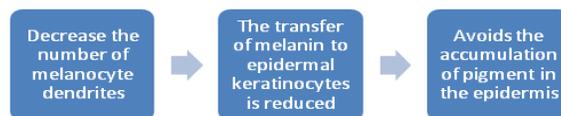


**Significant decrease in the melanin/total protein ratio after 9days of incubation with Melavoid™**

**Kojic Acid** caused a decrease in the amount of protein → toxic effect on cells

**Melavoid™** did not cause any protein reduction, recording cell viability practically equal to that of the control culture.

### Depigmentation Activity



**In Vivo Efficacy → Number of spots and pigment imperfections**



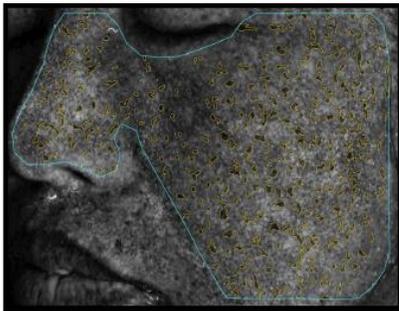
Superficial spots  
Before MELAVOID™ treatment  
Measurement D0 n° of spots: 82



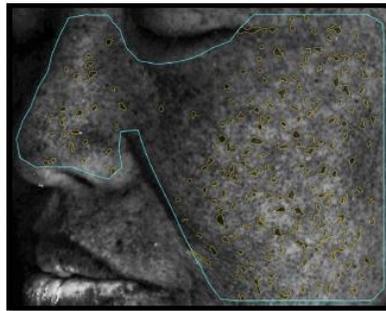
Superficial spots  
After MELAVOID™ treatment  
Measurement D56 n° of spots: 51

**In Vivo Efficacy → Number of spots and pigment imperfections**

- ✓ UV Spots : melanin accumulated just under the surface of the skin as a result of solar aggression; these end up being visible. Evaluated with UV light



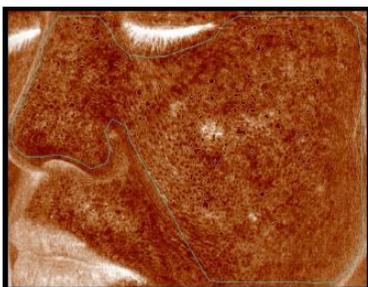
UV spots  
Before MELAVOID™ treatment  
Measurement D0 n° of spots: 278



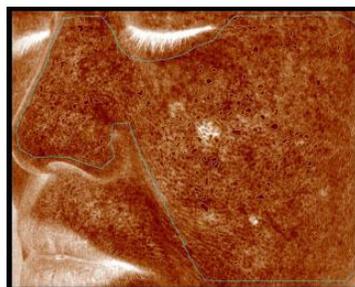
UV spots  
After MELAVOID™ treatment  
Measurement D56 n° of spots: 180

**In Vivo Efficacy → Number of spots and pigment imperfections**

- ✓ Brown Spots : deep, inner spots produced by an excess of melanin. They are invisible with the naked eye, though they may end up being visible. Evaluated with polarized light technology.



Brown spots  
Before MELAVOID™ treatment  
Measurement D0 n° of spots: 54



Brown spots  
After MELAVOID™ treatment  
Measurement D56 n° of spots: 22

### Active Ingredient 3:

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

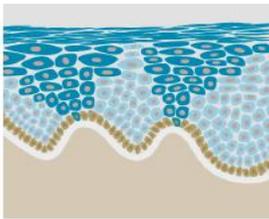


- ➔ Speed up your skin renewal through stem cell activation
- ➔ Plant stem cells to protect skin stem cells



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.

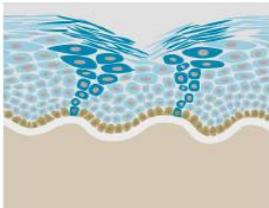
**Target skin layer : Epidermis layer**



#### **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  
– Preservative free system**

Why we need preservative in our formulations :

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

**Conventional Preservative System :**

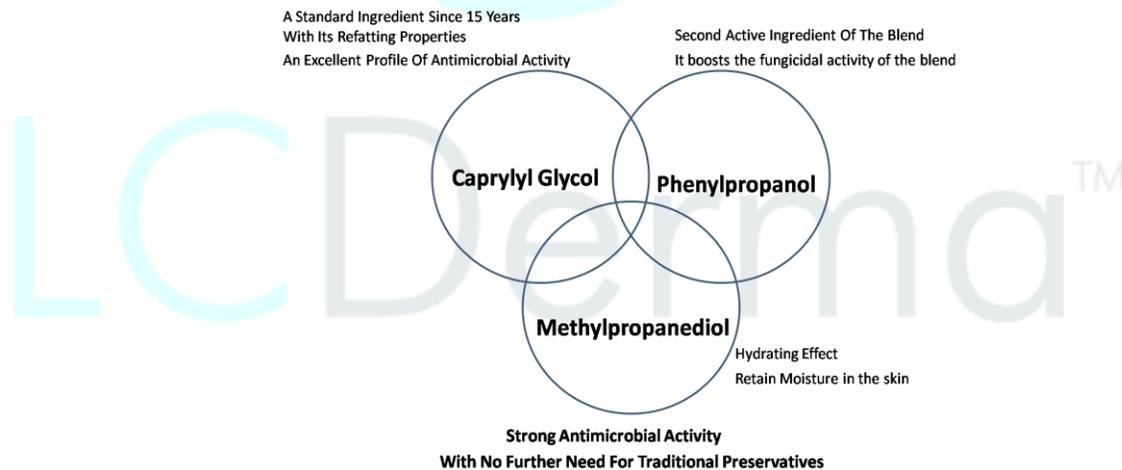
**Prabens,Phenoxyethanol,Methylchloroisothiazolinone/Mehtylisothiazolinone/  
Formaldehyde based preservative eg. DMDM Hyantoin, Quaternium-15**

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.