

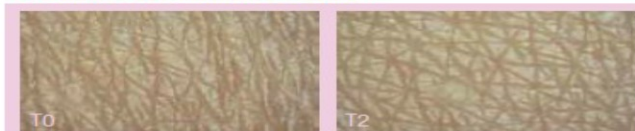
## Firm & Lift Cream

### ESSENSKIN™

- Fortifies and restructures the thin and fragile skin of those 60+
- Essenskin™ recreates epidermal homeostasis and restores the main cell functions: differentiation, proliferation, protein and lipid synthesis.
- The skin regains its density, firmness, elasticity and smoothness

#### ROUGHNESS

After 2 months  
 Density of peaks per mm<sup>2</sup> .....-22.3%  
 Distance between peaks (µm) .....+30.1%  
 (significant vs placebo p=0.01 and p<0.1 resp.)

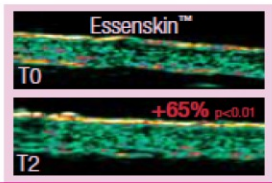
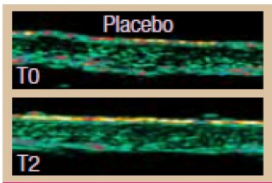


Decrease of the crepe paper aspect of the skin.  
 Skin is smoother and looks younger.

The skin is re-densified .....+65%  
 The skin is more resistant .....+21%



#### SKIN DENSITY

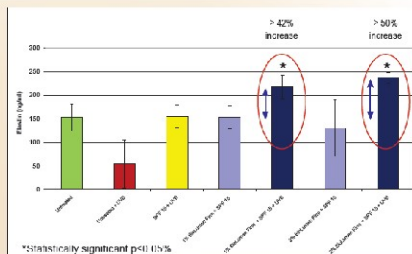


Density is visibly improved at the epidermal and dermal level with Essenskin™.

### BIOLUMEN™ FIRM-amino acids

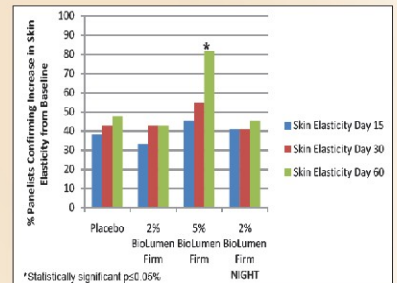
#### In Vitro Study: Full Thickness Tissue Model – Elastin Assay

- Test Products:**
- 1%, 2% BioLumen™ Firm vs. untreated tissue
  - Tissues were treated with sunscreen after application of BioLumen™ Firm
  - Organic sunscreen application (~SPF 15)
- Results**
- In presence of UV light both a 1% and 2% treatment of BioLumen™ Firm provides a statistically significant increase in elastin
  - 2% BioLumen™ Firm treatment provides greater than 50% increase over an untreated control
  - Upregulation of elastin helps keep skin flexible, firm, smooth and youthful



#### In Vivo Study Protocol

- Double blind full face study
- 60 day treatment
- 66 subjects
- 4 groups – SPF 8 lotion (organic sunscreen)
- Test Products
  - ◊ Placebo (Group I)\*
  - ◊ 2% BioLumen™ Firm (Group II)\*
  - ◊ 5% BioLumen™ Firm (Group III)\*
  - ◊ 2% BioLumen™ Firm – night application (Group IV)\*
- Elasticity measured via Cutometer MPA 580
- Measurements taken for day 0, 15, 30 and 60

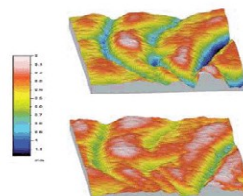
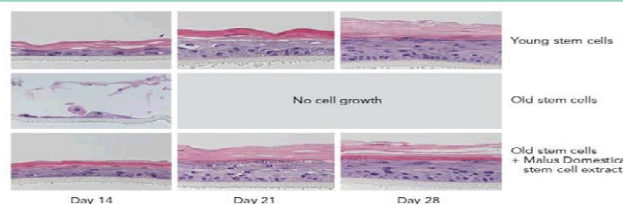


**Results**  
 A 5% BioLumen™ Firm treatment, showed an increase in skin elasticity in 82% of panels after 60 days, with a statistically significant 15% increase in elasticity compared to baseline.



### PHYTOCELLTEC™ MALUS DOMESTICA

instant deep hydration, deep hydration for 72 hours  
 strengthens skin barrier function, more than 50 %  
 improvement in skin smoothness and more than 50 %



**Preserves the ability to form new epidermal tissue**  
 Stem cells are able to generate new tissue and renew the skin longer. The vitality of stem cells is maintained longer with PhytoCellTec™ Malus Domestica.

**Anti wrinkle effect**  
 After 28 days