

AUTHENTIC BEAUTY

Be Unique Be Authentic!



Agenda

01.

Market evolution

02.

Personalisation

03.

Solutions

Evolution of authentic beauty

1989



1st black woman
on the cover of
Vogue

1997



L'Occitane starts
adding braille on
packaging

2001



First World Day for
Cultural Diversity
(May 21st)

2004



The real beauty campaign
brings self confidence to
all women

2023



HAPTA
motorised lipstick
applicator for people
with limited mobility

Evolution of consumer expectations

Consumers are seeking **personalised** beauty care, based on their own **individual** needs and engage with brands that reflect those **aspirations**.



Damien Blottiere



84 %

Asian consumers think there is **not enough representation** of various ethnicities, backgrounds and appearances.



45 %

US skincare users aged 18-24 are interested in **customisable skincare** products.

Source : Getty Images and YouGov - Visual GPS report – 2020
Mintel - Patent insights: personalised beauty - January 2022
Mintel - Mintel Press Office - April 21st, 2021

A new kind of brands



SHAKEUP™
COSMETICS



Solution-driven
skincare &
makeup for men





mented



Find your
perfect match,
no matter your
skin tone






DALTON
— MARINE COSMETICS —
inspired by the sea




Skin care to
protect against
*blue light & urban
pollution*






PAUSE
well-aging™



The first
menopause-centric
skincare brand



Factors to consider for personalised solutions

1 age

Skin becomes thinner, loses fat, and no longer looks as plump and smooth as before. Hair **pigmentation** and **density evolves** with the age.

2 lifestyle

Lifestyle & environment or **exposome** affects **physical health**, accelerating ageing and disturbing our immune system. Resulting in **reactive** skin and **uneven skin and hair texture**.

3 genetic

Genetic heritage will impact **skin's barrier depth**, defense, sensitivity, **moisture-retaining qualities** and pigmentation. **Men and women** face **different** skin and hair **issues**.

Factors to consider for personalised solutions

AGE



- Thin
- Loses moisture
- Easily irritated and sensitive



- Smooth
- Elastic
- Bright



- Dryness
- Loss of elasticity
- Pigmentary disorders
- Texture (wrinkles)



- Acne prone
- Sebum hypersecretion
- Hormonal impact



- Loss of density
- Hair loss
- Depigmentation




○ Skin issues

○ Hair issues




Factors to consider for personalised solutions

lifestyle LIFESTYLE






-  Inflammation
-  Blackheads
-  Hyperpigmentation






-  Free radical damage
-  Premature skin aging
-  Pigmentation






-  Dryness
-  Sensitive skin
-  Hair loss



-  Spotty skin
-  Sebum secretion
-  Hair loss



-  Lack of regeneration
-  Elasticity loss
-  Uneven pigmentation

Factors to consider for personalised solutions

GENETIC

We are not all born equals!

Genetics impact our skin and hair condition and makes us **unique**.



Male skin is **oilier**
and shinier than
female skin.



Skins **react differently**
to internal and external
factors.



Skin, scalp and hair can be
either **oily, dry or**
normal.



Texture and density
impact our hair resistance and
moisture. Curly hair are **drier**
straight hair are **oilier**.

Authenticity at sederma

At all stages of development: from the cell to panellists...

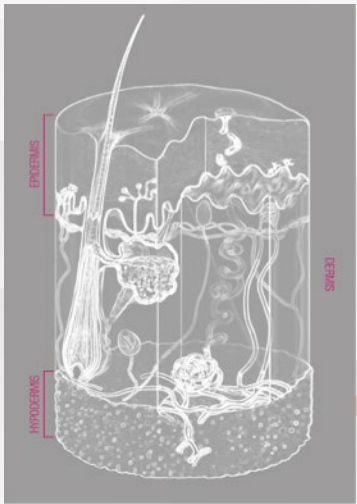
ex vivo

in vivo
PANELS

in vitro
MODELS

Skin explants including different phototypes and ages

INCLUSIVITY translates in the diversity of groups of individuals (age, gender, skin type or geographical origin)



Equivalent skin



Keratinocytes



Melanocytes



Fibroblasts



e.g: cells from different ethnicities.
Low, moderately and highly pigmented melanocytes

WHAT IS BEHIND AUTHENTIC BEAUTY



PIGMENTATION



TEXTURE



HOMEOSTASIS









FORMULATION



AUTHENTIC BEAUTY

Be Unique Be Authentic!

	Pigmentation	Texture	Homeostasis
Age	Měiritage™ Silverfree™ 	Matrixyl 3000® Feminage™ BB-Biont™ 	Procapil® Chronodyn SP™
Lifestyle	Venuceane™ Citystem® 	Kelisoft™ Hydronesis® 	Hairspa™ Synchrolife™ 
Genetic	Amberstem® Pacifeel™	Apiscalp™ OptimHyal™	Bacocalmine™ PH Widelash™ 



Kira

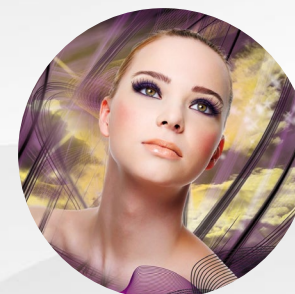
- 20 years old
- stressed and tired
- blue light

According to dermatologist Jeanine Downie, M.D.,

stress is a factor in **eyelash loss**.

Stress or anxiety pushes the **follicles into a dormant phase** (that is known as the telogen phase), which cause those **hairs to fall out**.

WIDELASH™



Helps eyelashes appear longer, fuller and stronger by promoting hair bulb keratinocyte proliferation and ensuring optimal hair anchorage.

→ Discover our mascara with Widelash™ and Silverfree™



What consequences could be caused by blue light on her skin ?

- A - Dehydrated**
- B - Dark circles**
- C - Wrinkles**
- D - Dull complexion**



Evening blue light stimulation can impair the production cycle of circadian components.

It is known for having an impact on mitochondrial potential (an essential component in the process of energy storage).

Synchrolife™ rebalances the **production of circadian key players** and ensures a higher repair metabolism. This active helps **resynchronising cellular life** to uplift skin beauty and wellbeing. It shows interesting neuro-beauty benefits after a month of use with a stronger self-esteem, a **reduction of stress, thus making users feel better and more beautiful.**

INCI name : Glycerin - Pentylene Glycol - Rosmarinus Officinalis (Rosemary) Leaf Extract - Palmitoyl Tetrapeptide-7 - Chrysin

in vivo



27

Between 23 and 49 years old, mean age 38
daily exposed to blue light from electronic
devices, with visible signs of fatigue

- Radiance after 2 months
→ **+7.1 %**, $p < 0,05$ vs placebo up to **+33 %**
- Skin fatigue after 2 months
→ **-12.1 %**, $p < 0,05$ vs placebo up to **-38 %**

**natural origin content according to the ISO 16128 standard*



The unique cushion shield day cream with SYNCHROLIFE™ and PACIFEEL®

SE0228L

SEDERMA

+/-95%

natural origin content*



This rich cream brings comfortable protection against all types of aggressions. Dedicated to resynchronising the skin circadian cycles and repairing it against digital pollution damage, Synchrolife™ allows a hydrated and more radiant face, night after night. Pacifeel™ soothes and reinforces sensitive and reactive skin. The emulsifiers SP Span™ 60 MBAL and SP Span™ 40 MBAL combined with the emollients Crodamol™ GTIS and SP Crodamol™ GTCC MBAL offer a rich and soft texture. ACTIVELY committed, this emulsion has a natural origin content > 95 %* according to the ISO 16128-1 and ISO 16128-2 standards.

**Formula characteristics – Emulsion O/W**

- **Appearance** → creamy and opaque, off-white
- **Initial feel** → rich texture
- **Secondary feel** → soothing then cooling effects

*NOC = Natural Origin Content ISO 16128 based



John

- 40 years old
- lives in a city
- shaves almost everyday

Pollution causes dirt accumulation, clogged pores, dehydration, acne, rashes, dulling, has a cumulative effect, **creates stress and premature ageing**.

CITYSTEM®

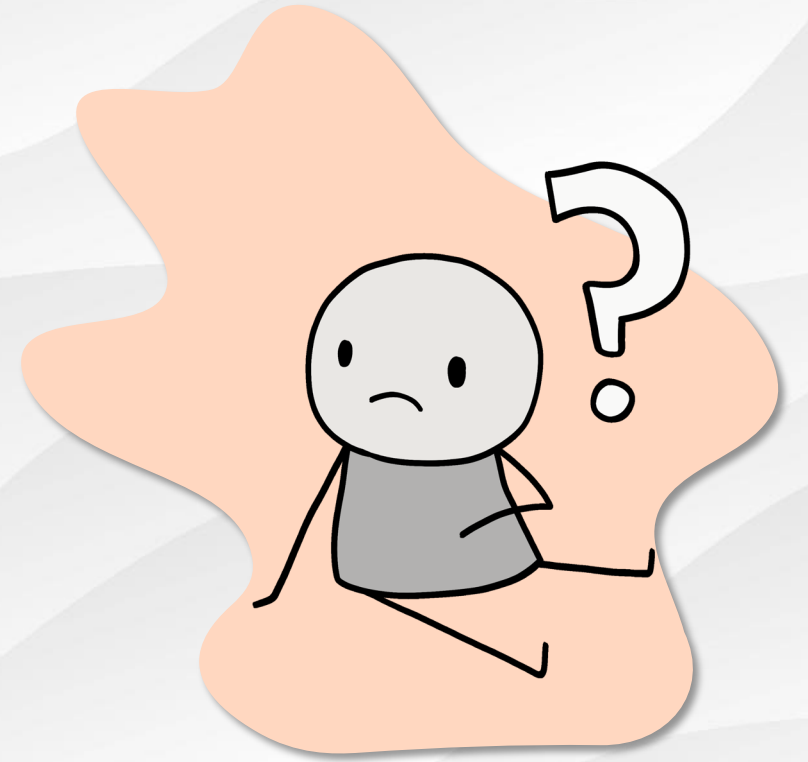


This eco-designed active ingredient provides a global solution against both environmental and screen light pollution damage to the skin to leave it looking smooth and flawless.



How will razor impact his skin ?

- A - It soothes the skin
- B - It irritates the skin
- C - It diminishes hair diameter
- D - It can cause ingrown hair



Some skin issues are associated with increased hair removal practices: razor burn is a skin irritation that causes a **blotchy red skin rash**. Ingrown hairs may cause **small and red razor bumps**. It generally lasts for a few days.

Kelisoft™ has **anti-inflammatory properties** helping to slow down hair growth and providing an **immediate soothing sensation after shaving**. It diminishes hair diameter, **calms down inflammation** post hair removal and **soothes the skin underarm**.

INCI name : Butylene Glycol - Chelidone

in vitro

Tests on human keratinocytes

in vivo



20

* aged from 18 to 66 years old with fair skin, thick dark hair and shaving exclusively with a manual razor



16

** aged from 18 to 50 years old with fair skin, thick dark beard which needs daily shaving (auto evaluation)

- Growth speed on beard (T2 months)**
→ **-12.5 %**/placebo, $p=0.01$ up to **-28 %**
- Underarms growth speed (T2 months)*
→ **-13,5 %**/T0, $p<0.01$ up to **-29 %**
- Underarms hair thickness (T2 months)*
→ **-14 %**/T0, $p<0.01$ up to **-56 %**



T0



T2 months

72h after shaving



+/-95%

natural origin content*

This after shave lotion is ideal for after hair removal application thanks to its fresh and silky texture. Kelisoft™ slows down hair growth to reduce shaving frequency and calms down inflammation after hair removal. Hydronesis® is designed to reinforce skin's protective barrier and provides hydration for a smooth and supple skin, free from rough-feeling bumps and waxing-induced redness. The inclusion of Crodaron® Hemp EC, a cold pressed extract of the cannabis seed, obtained through Eco-Sound™ technology, is said to ease dry skin and reduce inflammation. The emulsifier SP Cithrol™ GMS 40 SE MBAL combined with Cithrol™ GMIS 40 allow stabilisation while Crodamol™ ISIS and Crodamol™ GTIS contribute to the rich feel. This lotion is quickly absorbed for an easy daily application and leaves the skin soft, silky and attractive. ACTIVELY committed, the formulation has a natural origin content >95 %* according to the ISO 16128-1 and ISO 16128-2 standards.

**Formula characteristics – Emulsion O/W**

- **Appearance:** pale green colour, opaque
- **Initial feel** → fresh and silky effect, easily spreadable
- **Residual feel** → good absorption, soothing effect, non greasy texture

*NOC = Natural Origin Content ISO 16128 based



Myriam

- 60 years old
- change of her skin texture and hair pigmentation

Skin texture changes with age, it loses its thickness and the dermoepidermal junction flattens due to:

- a slow down in cell renewal
- a decrease in the synthesis of dermal matrix fibres

This leads to **wrinkles, skin roughness and loss of elasticity**.

MATRIXYL 3000®

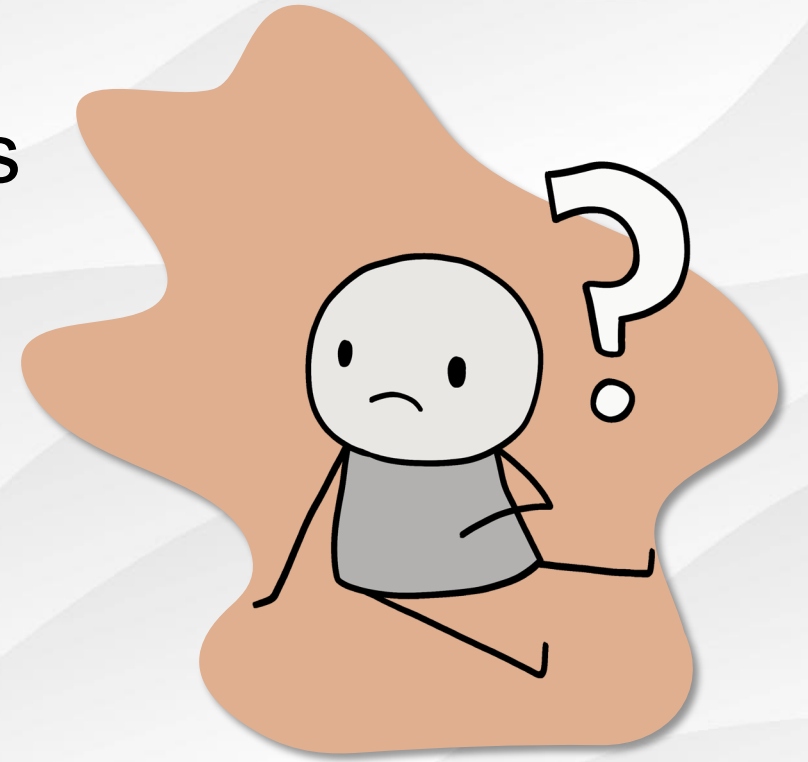


Matrikines anti-wrinkle complex helps reverse the chronological ageing as attested by the regulation of senescence markers and reduce the cutaneous photo damage by restructuring the fragile network of the papillary dermis.



Hair depigmentation is caused by

- A - Increase of number of melanocytes
- B - Healthy pigmentation process
- C - Decrease of melanin production
- D - Hair loss



Hair graying, a common sign of aging, is also due to a **disturbance in the pigmentation process**. Numbers of melanocytes and melanin production are decrease.

Silverfree™ is a biomimetic peptide that re-educates hair bulbs to **produce their authentic pigmentation** while offering protection against oxidative damage. It supports the **progressive restoration of the original hair pigmentation**, even after the end of the routine; **avoiding demarcation lines and roots**.

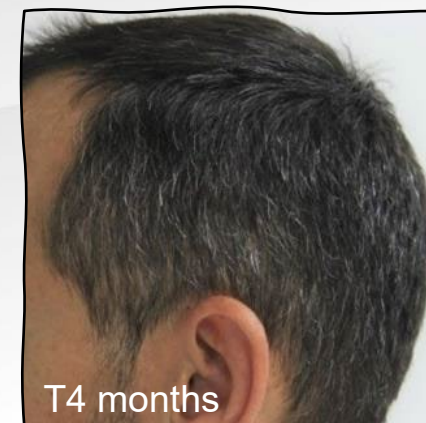
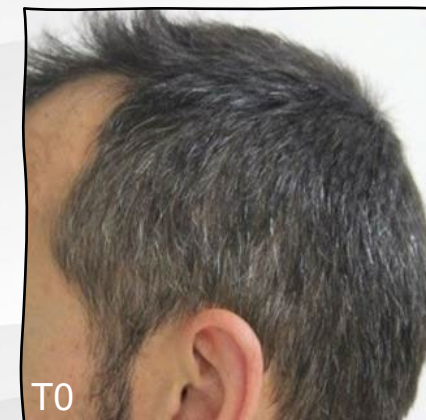
INCI name : Glycerin - Aqua - Palmitoyl-Dipeptide-52

in vivo



mean age 42

- White hair density
→ **-32.4 %** down to **-86 %**
- Pigmented hair
→ **+27.4 %** up to **+385 %**, $p < 0.05/T0$



*natural origin content according to the ISO 16128 standard



+/-98%

natural origin content*

This after shave lotion is ideal for after hair removal application thanks to its fresh and silky texture. Kelisoft™ slows down hair growth to reduce shaving frequency and calms down inflammation after hair removal. Hydronesis® is designed to reinforce skin's protective barrier and provides hydration for a smooth and supple skin, free from rough-feeling bumps and waxing-induced redness. The inclusion of Crodarom® Hemp EC, a cold pressed extract of the cannabis seed, obtained through Eco-Sound™ technology, is said to ease dry skin and reduce inflammation. The emulsifier SP Cithrol™ GMS 40 SE MBAL combined with Cithrol™ GMIS 40 allow stabilisation while Crodamol™ ISIS and Crodamol™ GTIS contribute to the rich feel. This lotion is quickly absorbed for an easy daily application and leaves the skin soft, silky and attractive. ACTIVEly committed, the formulation has a natural origin content >95 %* according to the ISO 16128-1 and ISO 16128-2 standards.



Formula characteristics – Suspension of pearls in a clear gel

- **Appearance** → colourless fluid gel with opaque off-white solid
- **Initial feel** → the pearls melt during application and mix with the gel
- **Second feel** → slightly sticky effect that disappears quickly

*NOC = Natural Origin Content ISO 16128 based

*Thank you for
your attention !*





SEDERMA SAS

Tel +33 1 34 84 10 10

Fax +33 1 34 84 11 30

sederma@sederma.fr

www.sederma.com

Non-warranty: The information in this publication is believed to be accurate and is given in good faith, but no representation or warranty as to its completeness or accuracy is made. Suggestions for uses or applications are only opinions. Users are responsible for determining the suitability of these products for their own particular purpose. No representation or warranty, expressed or implied, is made with respect to information or products including, without limitation, warranties of merchantability, fitness for a particular purpose, non-infringement of any third party patent or other intellectual property rights including, without limit, copyright, trademark and designs. Any trademarks identified herein, unless otherwise noted, are trademarks of the Croda group of companies.

20/04/23 PCS webinar BUBA V1 EN