

MARKETING FILE

LOTION P50 CORPS



INITIALIZATION STAGE



Product description

Lotion P50 Corps: Exfoliating body lotion

Skin Instants®: All Skin Instants®.

Formats available and description of the packaging

Retail format: 250ml Spray Bottle

Professional format: 500 ml bottle with pump

1/ Biologique Recherche findings

To fully understand what follows, it is important to be aware of the skin's structure and mechanism; please refer to the dermatological dossier on: "The Skin".

a) The skin of the body

▪ **Characteristics**

The body's skin structure is similar to that of the face and consists of the epidermis, dermis and hypodermis.

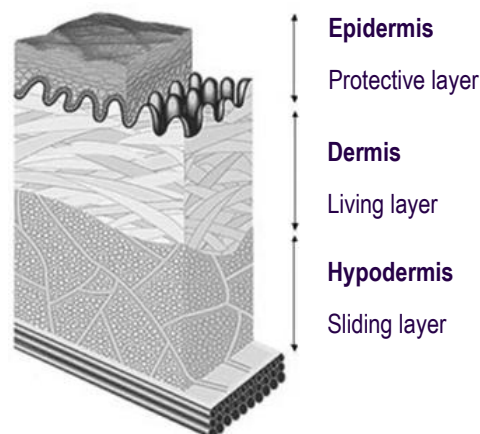


Figure 1: Skin structure

Its thickness however varies a great deal: 0.6mm on average over the entire body, with thicker areas such as the upper back (4 to 5mm), the palms of the hands and the soles of the feet (1.2 to 4.7mm).

Its behavior can vary slightly in these different areas: not all skin should therefore be treated the same.

With its complex and varied architecture, it also forms a boundary between the external and the internal environments, and requires daily attention as it is the most common vector for human beings' contact with

the outside world. It therefore contributes to the life and balance of the body, which is why skin care is essential.

▪ **Skin dryness**

For natural and physiological reasons, the skin of the body is more sensitive to dryness as it features fewer sebaceous glands than the face (with the exception of the back and the décolleté). This dryness is generally characterized by a dull appearance, sensations of discomfort, significant desquamation, cracks and sometimes inflammation associated with a loss of elasticity. These symptoms are sometimes accompanied by itching and burning sensations. The drier the skin is to the touch, the more irregular the body's skin surface is. In some cases, eczema appears in patches, essentially on the arms and the back of the knees.

There are several types of skin dryness:

- **Dry skin:** temporary discomfort, slight tightness, mild desquamation,
- **Very dry skin:** significant discomfort and tightness, intense desquamation, cracks, chapping,
- **Pre-atopic xerosis:** rough and coarse skin (scabs), slight irritation.

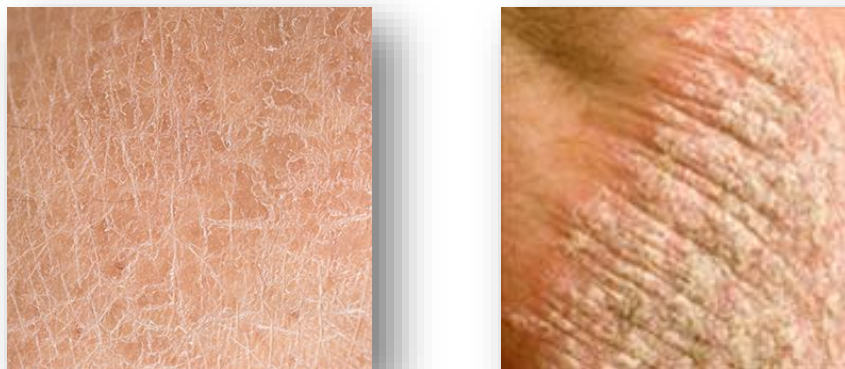


Figure 2: Very dry skin vs pre-atopic xerosis

One of the inescapable factors likely to increase skin dryness is **natural aging**, which is characterized by a modification or scarcity of collagen, elastin fibers and hyaluronic acid: the skin becomes thin, dry and fragile.

In addition to the age of the skin, many external factors have an adverse effect on skin dryness:

- **Free radicals**, to which we are constantly exposed (sun, pollution)
- **Inclement weather** (cold, wind, low humidity) as well as sudden changes in temperature
- **Excessive and overly aggressive body cleaning**

- **Soaps, detergents, antiseptics**
- Prolonged contact with **hard water**
- A **diet lacking** in vitamin A, trace elements and essential fatty acids is also harmful

b) The exfoliation process

When treating the body, more time should be devoted to exfoliation than to facial treatments. Some areas such as the feet, elbows and knees are often rough and subject to more significant desquamation. With age, cell cohesion deteriorates. Substantial alterations of the intercellular environments appear, at epidermal and then dermal level, modifying not only tissue cohesion but also cellular exchanges.

The natural exfoliation process slows down, and slower cell regeneration results in the thickening of the epidermis, which becomes less capable of fulfilling its role as a shield.

There are two ways to exfoliate the skin: by mechanical or chemical action. Exfoliation is achieved through beads (or pellets) rolling over the skin, or chemical agents with a high concentration of active ingredients (e.g. fruit acids). In both cases, the objective is to remove the dead cells of the epidermis. Exfoliation consists of eliminating the outer layers of the epidermis, thereby promoting cellular renewal and the subsequent penetration of products used.

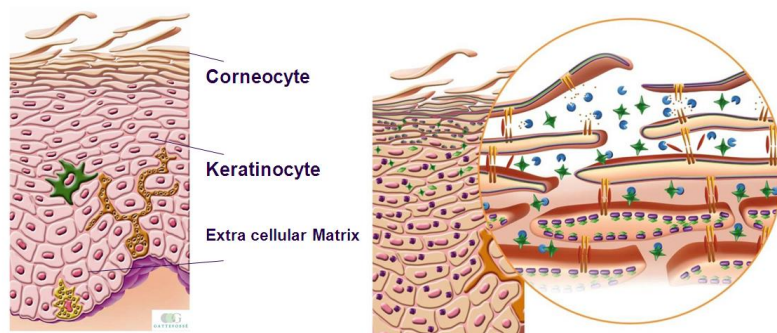


Figure 3: Diagram of the exfoliation process

- **There are several reasons for the clinical effect observed after superficial exfoliation:**

The removal of the most superficial horny layers boosts the skin's radiance, illuminating the skin.

The epidermis is freed of its impurities.

The tan is uniform.

Exfoliated and moisturized, the skin is more resistant to the damage caused by dry and cold weather in winter.

Exfoliation helps avoid the ingrown hairs phenomenon while facilitating hair removal.

After prolonged exposure to the sun, desquamation helps prolong a luminous complexion; it must be followed by moisturizing to revitalize the skin that has become dry in the sun.

2/ The Biologique Recherche solution

Lotion P50 Corps is an exfoliating lotion which gently removes the superficial cells from the body's horny layer. Its Poly-Alpha-Beta-Hydroxy Acids complex frees the epidermis of its impurities, leaving the skin smooth and enhancing the action of the products following its application.



THE BIOLOGIQUE RECHERCHE BODY TREATMENT MATRIX

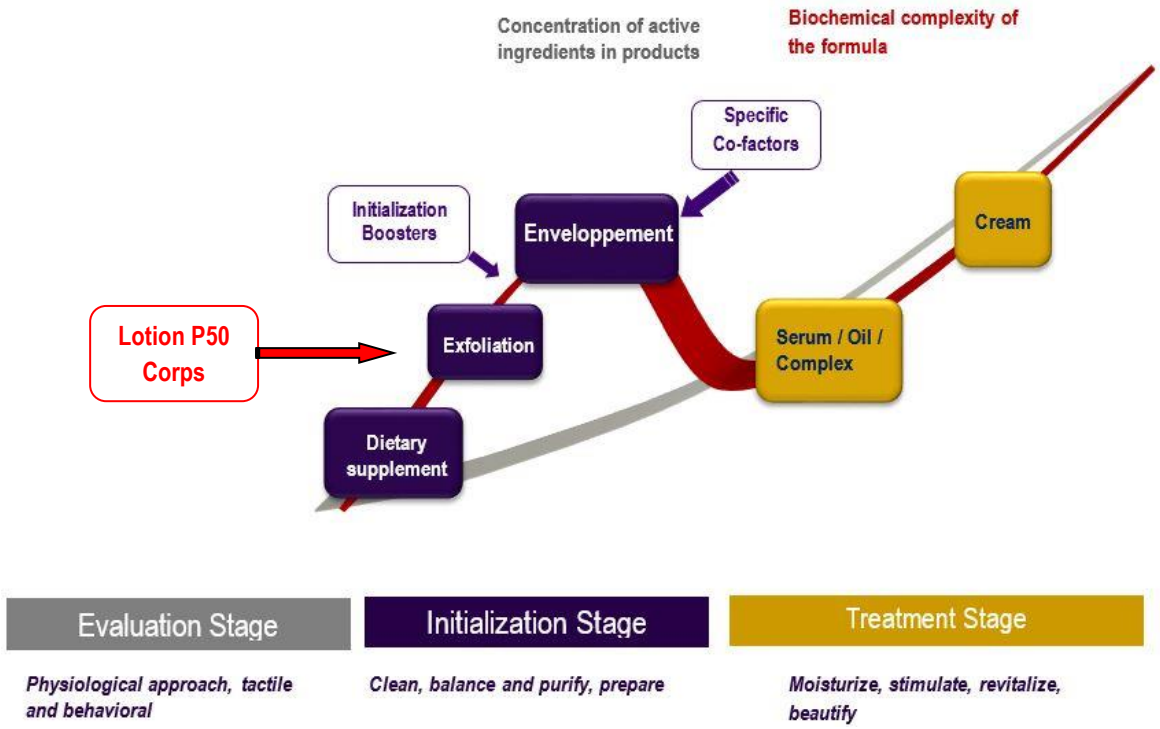


Figure 4: Diagram of the Biologique Recherche body treatment matrix

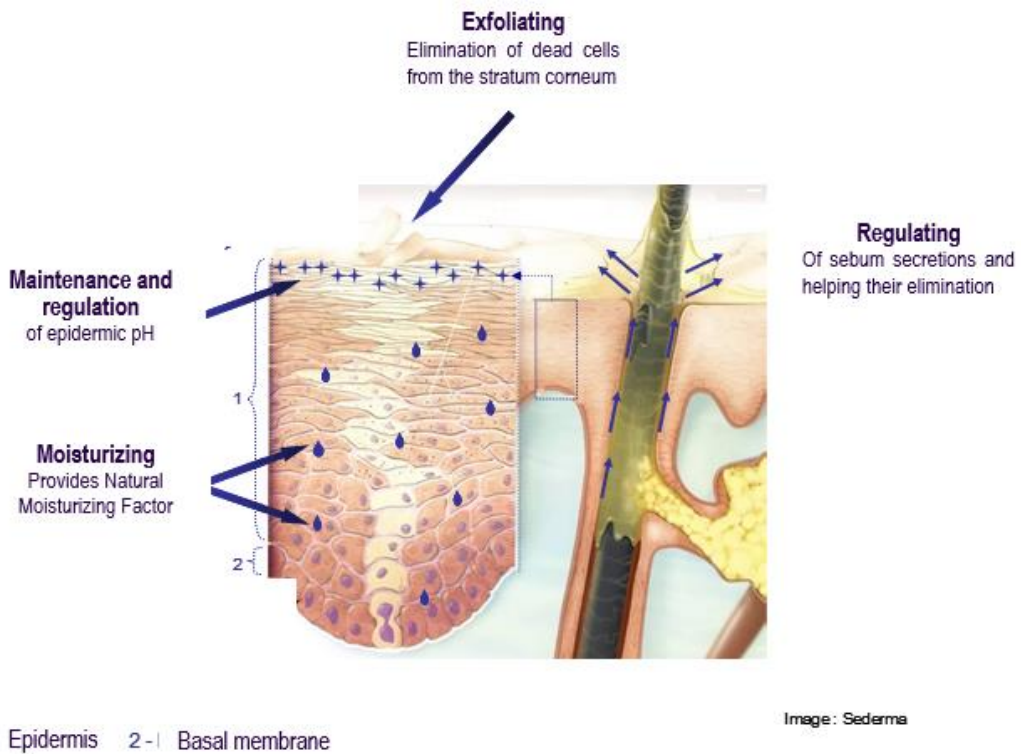


Figure 5: Diagram summarizing the actions

a) Formulation vectors

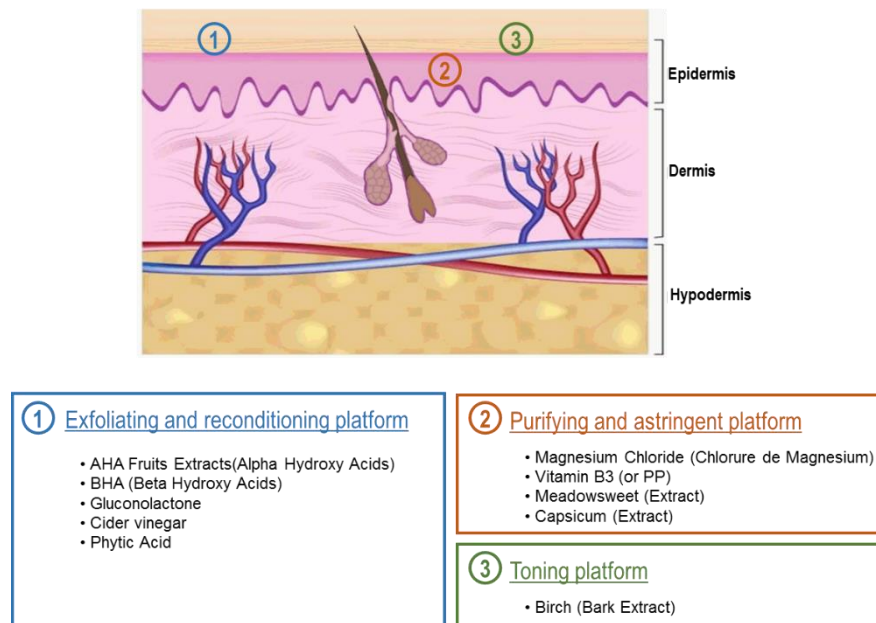


Figure 6: Formulation vectors

b) Active ingredients

▪ Exfoliating and reconditioning platform

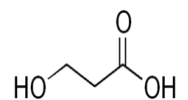
AHA fruit Extract (Alpha Hydroxy Acids)

Alpha Hydroxy Acids are a category of acids derived from fruit sugar or milk. Adding a Complex of fruits titrated in AHA (natural mixture) to the initial AHA Extracts reinforces the desquamation process of the corneocytes found on the surface of the stratum corneum: their keratolytic effect helps exfoliate the skin while making it smoother. The synergy between these two active ingredients frees the skin of its impurities to cleanse, smooth and refine the skin texture, thereby softening and enhancing the skin.



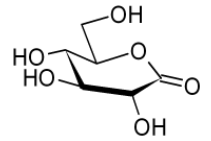
BHA (Beta Hydroxy Acids)

Salicylic Acid is a BHA naturally synthesized by certain plants such as the willow. Known for many years for its medicinal properties (anti-inflammatory property in aspirin), it also plays an important role in cosmetics. It is a keratolytic agent that is more lipophilic than AHAs. Therefore, it can go through the sebum and more easily penetrate through pores in order to dissolve dead cells that are obstructing them. Its exfoliating action helps smooth the skin and stimulate the epidermal renewal process.



Gluconolactone

Gluconolactone is naturally present in honey and fruit juices. Through its structure, it penetrates less in the stratum corneum than AHAs. Therefore, it is less irritating than AHAs. It is an exfoliant that gently removes dead cells from the skin's surface.



Cider Vinegar

This extract is obtained from the fermentation of apples which are then transformed into vinegar. Its high tannin content gives it purifying and astringent properties. Cider Vinegar is rich in fruit acids (citric and malic acid) which contribute to improving cellular renewal and provide a regenerative effect.



Phytic Acid

Phytic Acid is a natural rice derivative. It is able to fix ions, notably calcium ions. A protein called cadherin is located in the stratum corneum it plays an important role in corneocyte cohesion. This protein's functionality depends on calcium ions. Through its properties, phytic acid is able to deprive cadherins of calcium ions. The latter lose their functionality and adhesion to corneocytes is no longer ensured. Therefore, it has a keratolytic action and helps promote cellular renewal. In addition to being an exfoliant for the epidermis, this action is also used to even out the complexion. Finally, its very low pH makes it a true acidity booster.



- Purifying and astringent platform

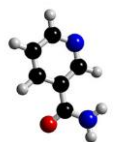
Magnesium Chloride

Magnesium Chloride is used in the treatment of acne because of its antiseptic, cleansing, sebo-regulating and healing properties. It can also be used to treat other skin conditions such as eczema.



Vitamin B3 (or PP)

Niacinamide or Vitamin B3 or PP is a water-soluble vitamin that belongs to the vitamin B group. It has anti-inflammatory properties that soothe itching.



Meadowsweet (Extract)

Meadowsweet, or spiraea ulmaria, is an herbaceous plant that grows in moist soils in temperate areas. Meadowsweet is hydrating, astringent and softening. Remineralizing and toning, Meadowsweet is an excellent active ingredient for dull skin.



- **Toning platform**

Birch (Bark Extract)

Birch is a deciduous tree native to the Northern Hemisphere. The bark of the birch is pure white. This bark is characterized by a rich and varied composition in terms of enzymes (amylase, glucidase, beta-glucosidase, maltase, saccharase), phenolic compounds (4% to 15% of tannins and coumarins) and triterpenes (10% to 14% betulin, also known as birch camphor, which is responsible for the whiteness of the bark). Its specific composition gives it astringent, exfoliating and softening properties beneficial for the dry skin of the body, hands or feet.



c) Benefits

- Stimulates the skin's natural exfoliation
- Purifies the epidermis by eliminating its dead cells
- Balances the pH on the skin's surface
- Enhances the action of the products used after its application.
- Accelerates cellular renewal
- The Spray bottle facilitates the application of the lotion over the entire body

d) Usage recommendations

Over the entire body Avoid contact with the eyes.

Carefully cleanse the body, then apply **Lotion P50 Corps** onto the entire body by performing upward massaging movements. All areas must be treated, in particular dry and rough areas (feet, elbows, knees). Equipped with a spray, the lotion is evenly applied over the entire body, notably facilitating application onto the back.

This lotion can be applied before another treatment to facilitate the penetration of its active ingredients.

For more effective exfoliation, you can combine the use of **Lotion P50 Corps** with the action of the Biologique Recherche Massage Glove. Use delicate gestures to respect the fragility of the stratum corneum.

Thanks to its formulation, **Lotion P50 Corps** can be applied every day.

Using **Lotion P50 Corps** is particularly recommended before and after prolonged exposure to the sun, before the application of a self-tanner, in winter and before hair removal. Focus on rough areas as they are more prone to discoloration.

A slight tingling sensation may be felt. This is normal and a sign that **Lotion P50 Corps** is working, starting to rebalance the epidermis. This tingling sensation will decrease with use and as the skin's pH becomes balanced.

Precautions for use:

- **Lotion P50 Corps** is for external treatment only.
- Do not use **Lotion P50 Corps** on scratched or irritated skin, skin with open wounds or burns, or after sunburn.
- Not suitable for children.
- Avoid contact with the eyes.
- Avoid immediate exposure to the sun after applying the product.

e) **Major selling points**

Lotion P50 Corps features the "P50" core formula with a reinforced exfoliating action, linked to the specific thickness of the body's epidermis, as well as toning active ingredients. Scales are eliminated, the epidermis is purified, leaving the skin **cleansed and rebalanced**, ready to receive adapted treatments.

INCI LIST

Water (Aqua), Sodium Lactate, Gluconolactone, Sodium Gluconate, Lactic Acid, Citric Acid, Propylene Glycol, Vaccinium Myrtillus Fruit Extract, Magnesium Chloride, Vinegar (Acetum), Saccharum Officinarum (Sugar Cane) Extract, Niacinamide, Sodium Benzoate, Sodium Salicylate, Malic Acid, Citrus Aurantium Dulcis (Orange) Fruit Extract, Citrus Limon (Lemon) Fruit Extract, Glycerin, Phytic Acid, Acer Saccharum (Sugar Maple) Extract, Betula Alba Bark Extract, Spiraea Ulmaria Extract, Sorbitol, Potassium Sorbate, Capsicum Frutescens Fruit Extract.