

CERAMOSIDES™ HP

"HEALTHY" spirit!

CERAMOSIDES HP

“Healthy” spirit!



Consumers Trends
- Self-image = vector of communication
- Dream Beauty: search for daily enchantment
- Beauty = assets that need investment

A story “of grains…”
- Grain de peau*
- Wheat grain

Efficacy proven in vivo
- “Healthy” spirit: See your own beauty
- “Healthy” spirit: Visible beauty
- Hydration

High-performance mode of action
- Firmness
- Elasticity
- Antioxidant

Galenic & Formulation ideas

Inside out spirit

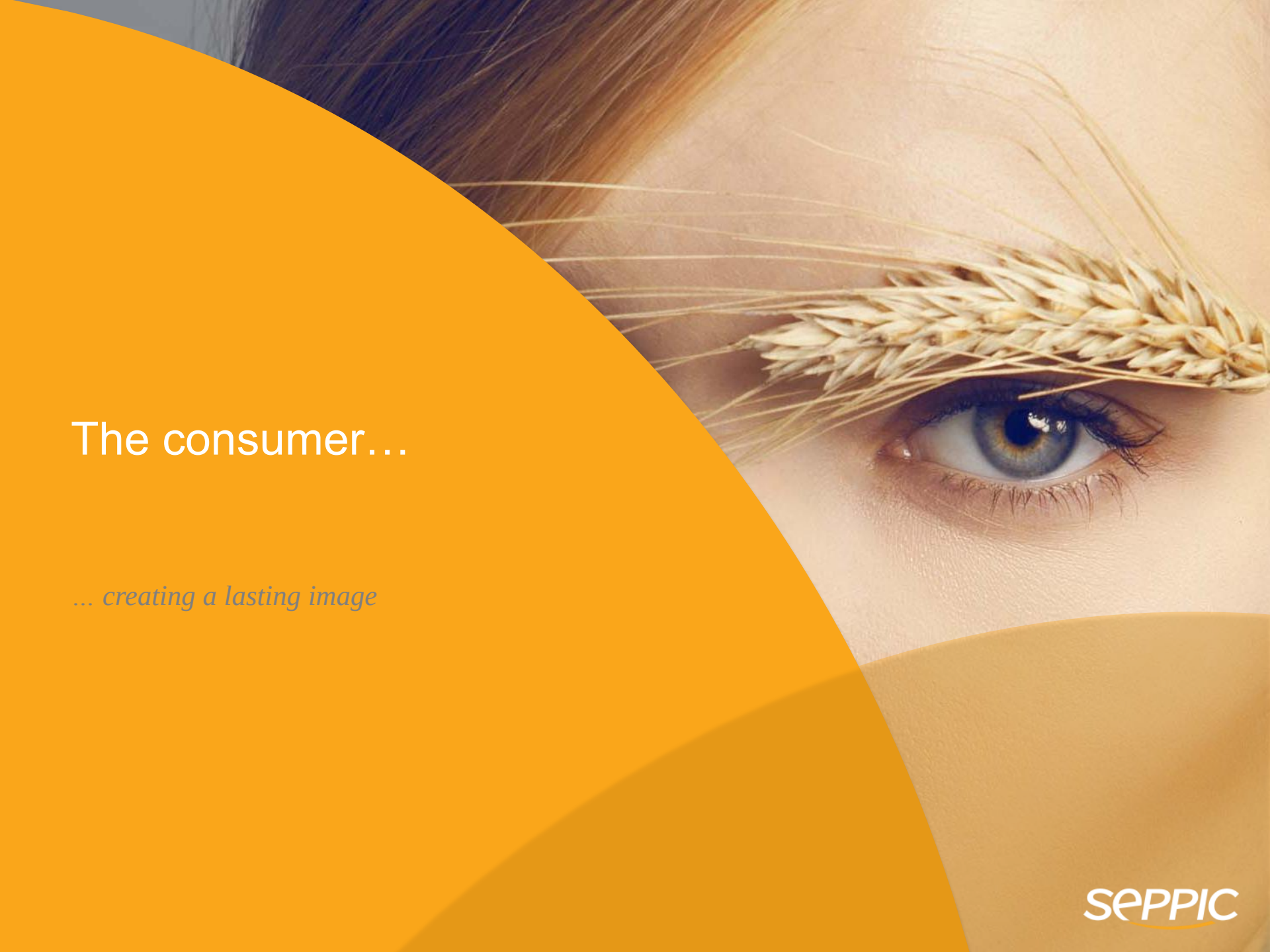
Key points

*French expression for “skin texture”

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The consumer…

... creating a lasting image



CERAMOSIDES HP

Self-image = vector of communication

NARCISSISM



Setting the scene for YOU

Internet publication of YOU

Only show the best image of YOU





SELFIE

More than 43 % uses of the camera = self-portrait (SELFPIXEL)





NOTICEABLE beauty

Urbanization

STAND OUT from the crowd



Quest for UNIQUENESS



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CERAMOSIDES HP

DREAM BEAUTY: search for daily enchantment

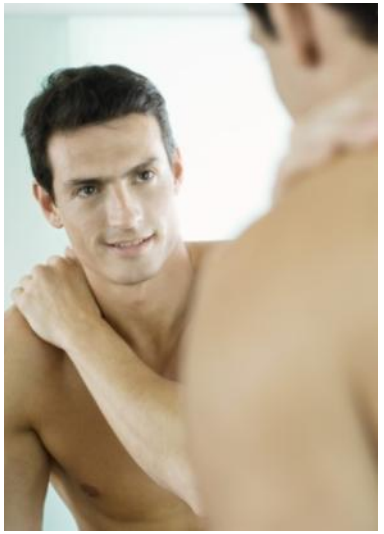


HAVE PERFECT SKIN

HAVE A PERFECT PROFILE



Jamie Beck



BODY obsession

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CERAMOSIDES HP

Beauty = assets that need investment





BEAUTY =

Have self-CONFIDENCE

FEEL GOOD about life

Have a SUCCESSFUL LOVE life

Have a SUCCESSFUL CAREER

Have MORE FRIENDS

SEPPIC



A story of “grains…”

*Grain de peau**

Wheat grain: CERAMOSIDES HP, CERAMIDES not like the others

*French expression for skin texture

CERAMOSIDES HP

Le grain de peau*

*French expression for skin texture

Definition

Aspect of the skin reflecting its roughness and pore size.

It can be thin, tight, smooth or even irregular

PORES

300 000 pores on the face

During **childhood,** the pores are nearly **invisible**

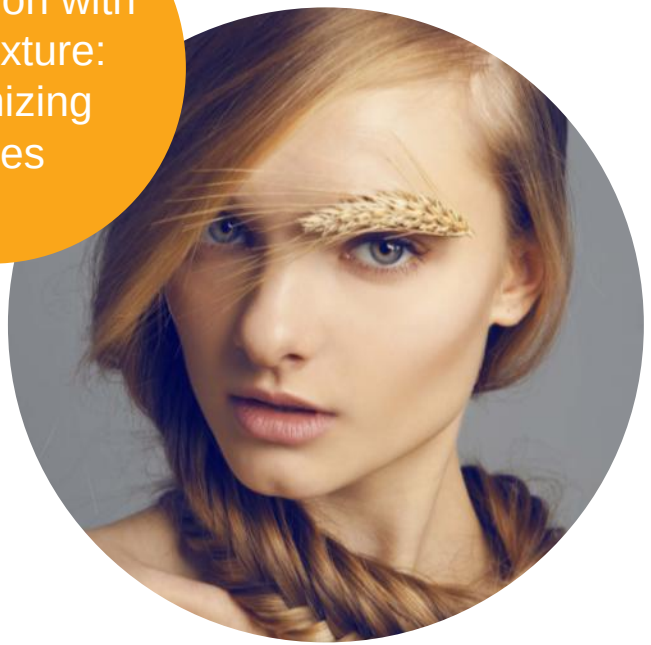
Enlarging of pores is due to:

- *Greasy skin, hormonal imbalance*
- *Dehydration*
- *Behaviors that stimulate the sebaceous glands (hot baths, sauna, sun exposure…), ineffective cleaning*
- *Lack of rest, stress…*

But the main cause is **the cutaneous sagging** with age (loss of firmness and elasticity): the diameter of pores is multiplied by 2 between the age of 25 and 50

- Visible pores **first appear in the T-zone** and then on the sides of the nose and cheeks

Obsession with skin texture: minimizing pores



CERAMOSIDES HP

Wheat grain

Unique mixture of CERAMIDES and DGDG*
for visible
anti-age performances

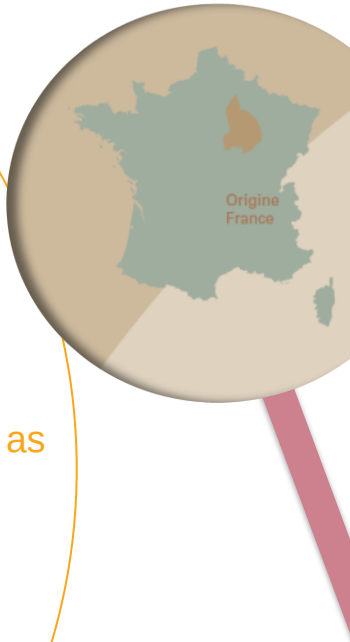
*DGDG:
Digalactosyl Diglyceride

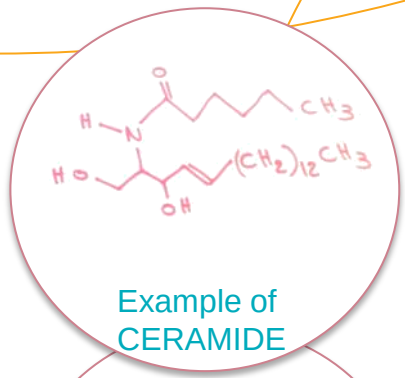
Almond powder:
extraction of
CERAMIDES
and DGDG

Wheat
Germ:
eliminated

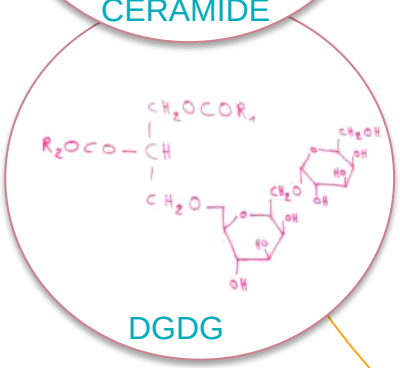
Source
Wheat grain from
NorthEast France

INCI Name
Glycosphingolipids &
Glycolipids





Example of
CERAMIDE



DGDG

Unique manufacturing process: patented extraction and purification for a unique CERAMIDE and DGDG complex

Phytoceramides identical to those of the skin

Essential **DGDG** in flour for good breadmaking, here they act as a performance activator, acting in synergy with CERAMIDES

Rich in **essential fatty acids** (OMEGA) and in natural antioxidant

Gluten-free/no GMOs

SEPPIC



CERAMOSIDES HP
efficacy proven *in vivo*

Pores visibly tightened

Skin texture smoothed

Hydration

SEPPIC

CERAMOSIDES HP

“Healthy” spirit!

Clinical study

0,2% of **CERAMOSIDES HP** vs placebo

Evaluations :

- Questionnaire on self-esteem and semantic analysis (VERBATIM)

Data processing done by an neuroscience expert: Arnaud Aubert



See your own beauty…

Perfect skin – EU07423

A	Aqua/ Water	Qsp 100%
B	**MONTANOV 202**	**3.00%**
	LANOL 99	**2.00%**
	Propanediol dicraprylate	3.00%
	LANOL 2681	**7.00%**
	Capric Caprylic Caprate	4.00%
	SEPIMAT HB	**1.00%**
C	**SEPIPLUS 400**	**0.80%**
D	Aqua/ Water	8.00%
	CERAMOSIDES HP	**0.20%**

PROTOCOL

- 28 days of treatment
- Double blind test
- 2 applications daily on face
- 53 Caucasian volunteers with dull complexion & sagging skin

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CERAMOSIDES HP
"Healthy" spirit!

CERAMOSIDES HP = More positive emotions

Mood Scale
by Mayer & Gaschke)

Emotions	Placebo T28 vs T0	vs T28	CERAMOSIDES HP T28 vs T0
Global mood	↘↘	<*	↗↗↗↗
Happy	↘↘	<*	↗
Calm	↘	<**	↗↗↗
Sad	↗	>*	↘↘
Nervous	↘	>*	↘↘↘↘

Are you:

More positive emotions



After 28 days, treatment with **CERAMOSIDES HP has a positive effect on** the volunteers' global mood

They express feelings of joy, increased calm and reduced feelings of sadness and nervousness.

The extent of emotions is significantly different from that observed with placebo.

**p<0.001 *p<0.05

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CERAMOSIDES HP
"Healthy" spirit!

CERAMOSIDES HP = Increased self-esteem

Self-description: Describe your physical appearance
Public image: What would be a stranger's impression of you?

CERAMOSIDES HP (D28)

Radiant LOVE
Better *less tired*
CHANGE

Increased self-esteem



After 28 days of treatment with **CERAMOSIDES HP** volunteers described themselves with:

- *More positive terms*
- *Fewer negative terms*

PLACEBO (D28)
BEFORE
DON'T LIKE IT
Bizarre Nice
UGLY old

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CERAMOSIDES HP
“Healthy” spirit!

Clinical study

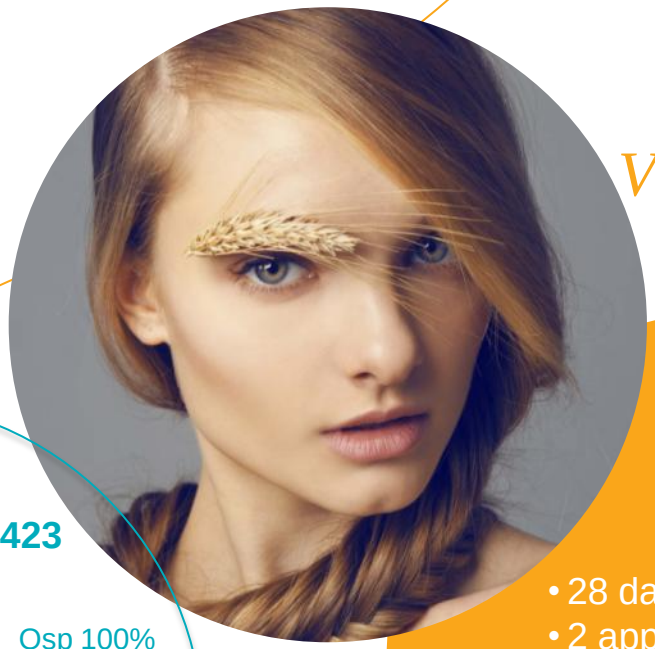
0,2% **CERAMOSIDES HP**

Evaluations :

- Evaluation of skin quality (color, radiance) by 3 experienced judges

- Impression of cheek

- Macro-photo



Visible beauty!

Perfect skin – EU07423

A Aqua/ Water	Qsp 100%
B MONTANOV 202	**3.00%**
LANOL 99	**2.00%**
Propanediol dicraprylate	3.00%
LANOL 2681	**7.00%**
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C SEPIPLUS 400	**0.80%**
D Aqua/ Water	8.00%
CERAMOSIDES HP	**0.20%**

PROTOCOL

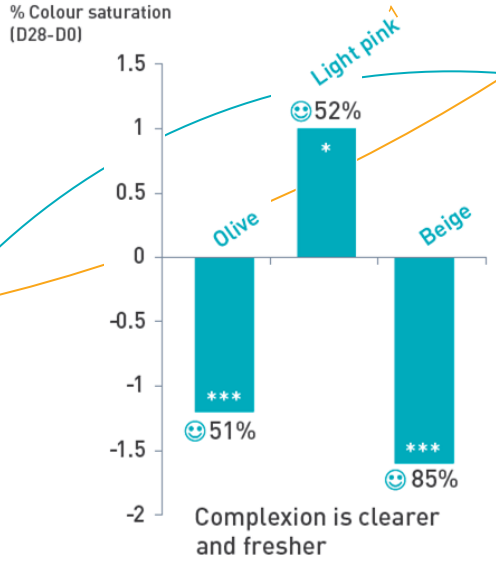
- 28 days of treatment
- 2 applications daily on the face
- 27 caucasian volunteers with dull complexion and sagging skin

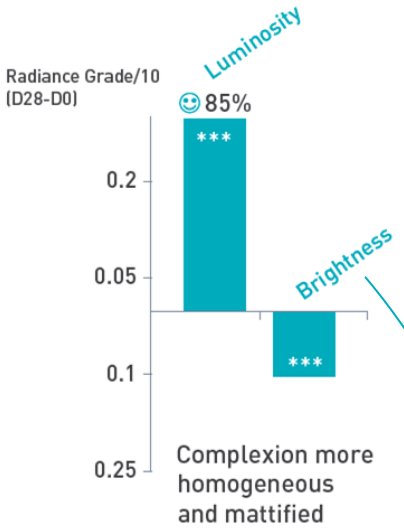
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CERAMOSIDES HP
"Healthy" spirit!

CERAMOSIDES HP = More fresh complexion

Changes in quality of facial skin evaluated by **third parties**





*Skin **texture** is more **consistent***

*Skin **color** is more **uniform***



After 28 days of treatment with **CERAMOSIDES HP**

3 experienced judges measured significant improvement in skin quality vs T0.

- The complexion is clearer, fresher, more homogeneous, more matte

[1] skin freshness

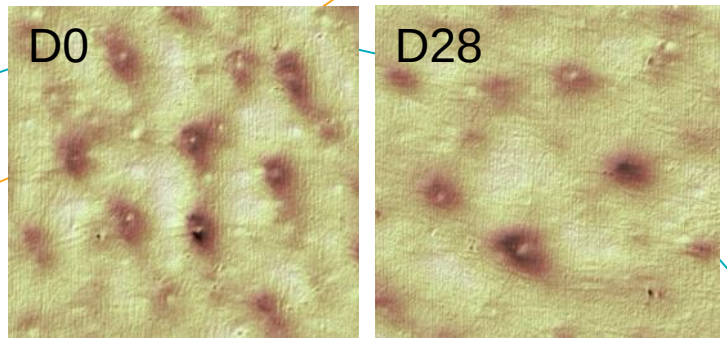
***p<0.0003 *p<0.03

CERAMOSIDES HP
"Healthy" spirit!

CERAMOSIDES HP = More fresh complexion







After 28 days of treatment with **CERAMOSIDES HP** pores are diminished: skin texture more smooth

Skin is **VISIBLY MORE:**

- ***RADIANT*** *for 70% of women*[1]
- ***FIRM*** *for 74% of women*[1]
- ***TONED*** *for 78% of women*[1]

*Skin **texture** is more **homogeneous***

*Skin color is more **uniform***

[1]self-evaluation

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CERAMOSIDES HP
Hydration

Clinical study:

Protecting skin **from the loss of water**

Strengthening the cutaneous barrier by supplying CERAMIDES, the intercellular cement

PROTOCOL

- 1 application of 0.5% CERAMOSIDES HP
- Measurements taken between 0 and 8 hours
- 7 volunteers
- Corneometry

Immediate Effect

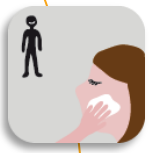
1 hour after application of a 0.5% **CERAMOSIDES HP** cream

+50% hydration of superficial skin layers

Continuous Effect

7½ hours after application of 0.5% **CERAMOSIDES HP** cream

+20% hydration of superficial skin layers



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CERAMOSIDES HP
High-performance method of action

Firmness
Elasticity
Antioxidant

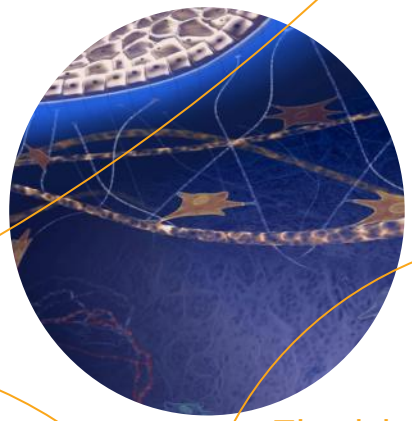
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CERAMOSIDES HP

Reinforce the structure of the dermis

CERAMOSIDES HP

1- Restores **balance in the dermis** by boosting synthesis of collagenase inhibitors: **TIMP-1**
2- **Blocks activity of elastase** implicated in degradation of dermal elasticity



FIRMNESS

Skin firmness entails:

-Organization in the extracellular matrix of collagen macromolecules

- Proteinase equilibrium (ex: collagenase) / specific proteinase inhibitors (TIMP): maintain the dermal matrix

With age, equilibrium between proteinase and their inhibitors is lost, resulting in excessive degradation of the dermal extracellular matrix

ELASTICITY

Elasticity plays an essential role in the beauty of the skin.

The skin has an **“elastic capital”**

With age, elastin fibers are degraded and very seldom replenished.

The loss of elasticity is irreversible.

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CERAMOSIDES HP

Reinforce the structure of the dermis: Firmness

CERAMOSIDES HP preserve the dermis by restoring the equilibrium between proteinase (enzymes that degrade the dermal extracellular matrix, with age) and their inhibitors (TIMP)

+33% TIMP-1

TIMP-1

Natural inhibitor of collagenase, enzyme that degrades the extracellular matrix

CERAMOSIDES HP boosts TIMP-1 synthesis by fibroblasts, using synergy of action between their 2 primary ingredients (CERAMIDES and DGDG)

[0.005% CERAMOSIDES HP]



True synergetic action
CERAMIDES alone do not act on TIMP-1 production
DGDG increase their production by13%

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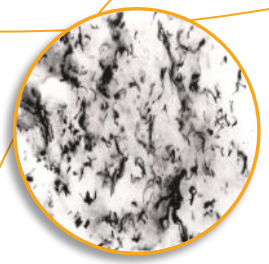
CERAMOSIDES HP

Reinforce the structure of the dermis: Elasticity

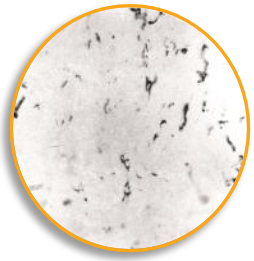
CERAMOSIDES HP

Preserve skin elasticity **by inhibiting elastase activity**, enzymes responsible for degrading elastin fibers in the dermal extracellular matrix

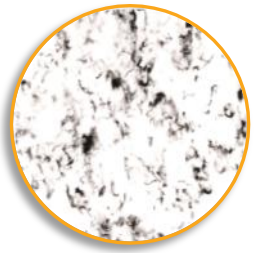
-82.3% elastase activity



(1) Young skin
100% elastin fibers



(2) Young skin degraded by elastase
-91.7% elastin fibers



(3) Young skin protected by **CERAMOSIDES HP**
47% protection of elastin fibers

[0.005% CERAMOSIDES HP]

Protocol: incubation of skin explants for 1 hour at 37°C in a culture medium alone (1), to which we add elastase (2), or elastase + CERAMOSIDES HP (3)

Purified ELASTIN
+
ELASTASE
+
CERAMOSIDES HP

-91%
ELASTASE inhibition

[0.006% CERAMOSIDES HP]

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CERAMOSIDES HP
Antioxidant action

CERAMOSIDES HP protect the skin from oxydative stress

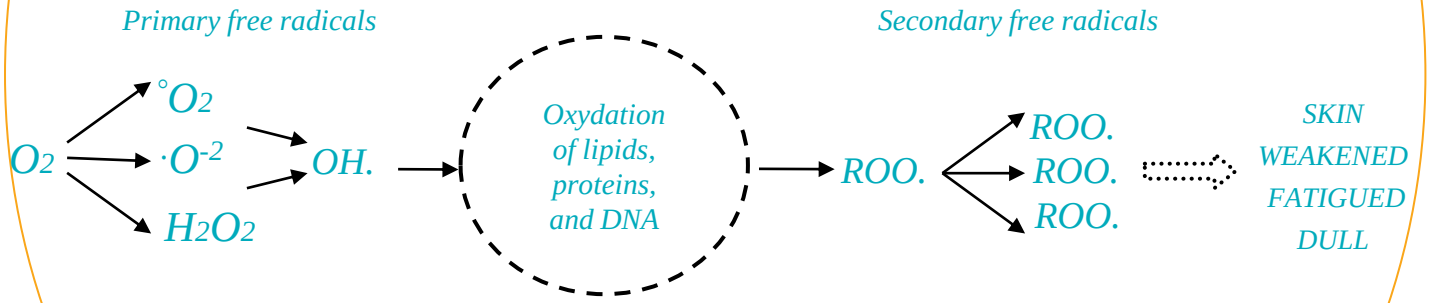
Antioxydant Activity

39.2%

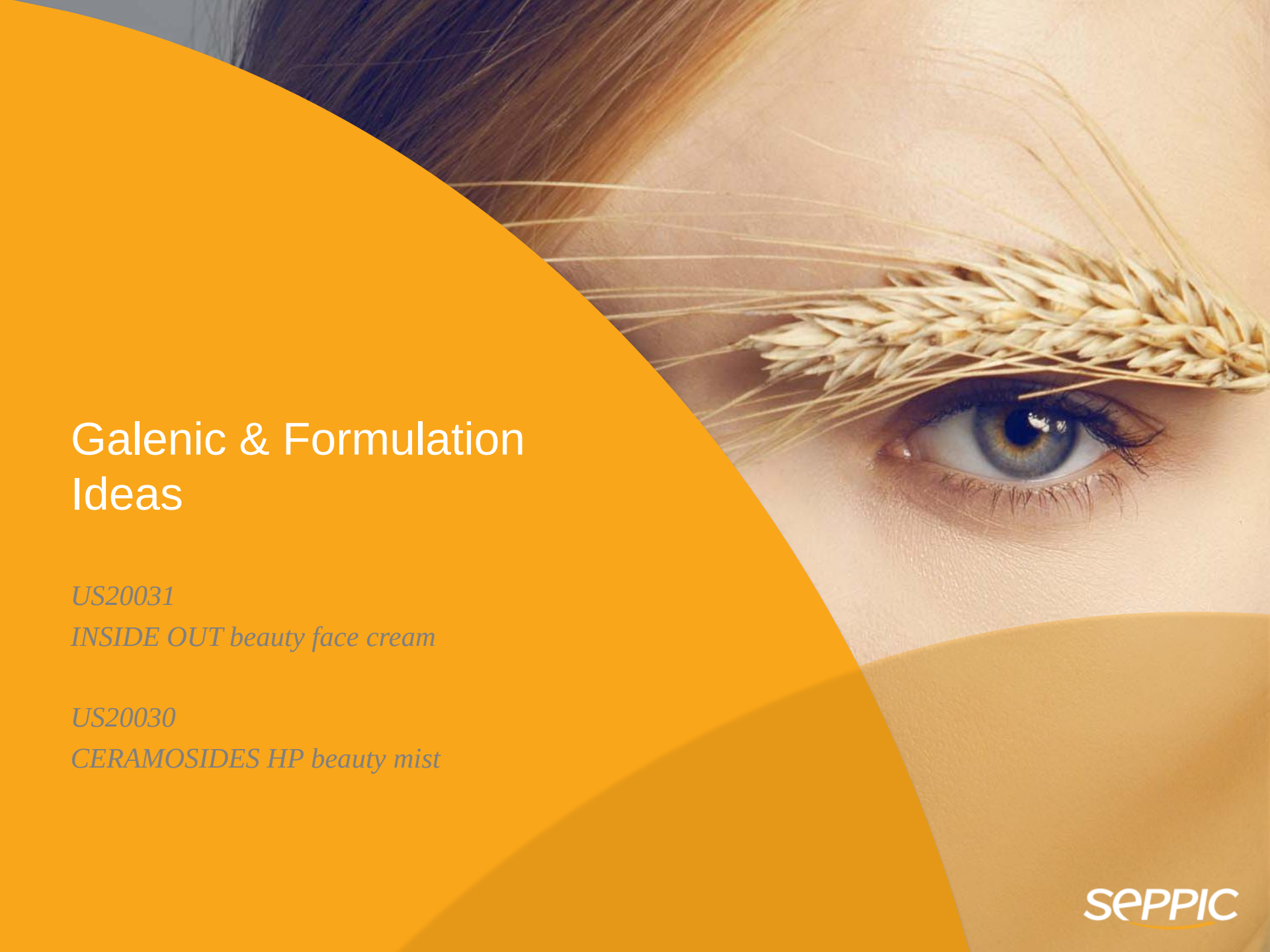
Protection against superoxide radical (°O2), highly reactive, responsible for accelerating aging

[0.15% CERAMOSIDES HP]





SEPPIC



Galenic & Formulation Ideas

US20031

INSIDE OUT beauty face cream

US20030

CERAMOSIDES HP beauty mist

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CERAMOSIDES HP

Galenic

INCI Name: Glycosphingolipids & Glycolipids

Appearance: Light yellow powder



Dose: 0.2% to 0.5%

Formulation: Cold
Insoluble in water and in oil
Pre-dispersion in oil phase or water phase

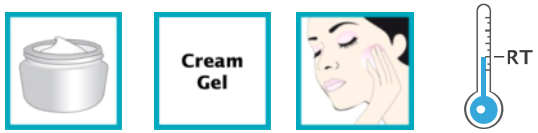
Application: Anti-age, reduction of pores, hydration, protection of skin and capillary fibers

SEPPIC

SEPPIC

US20031

INSIDE OUT BEAUTY FACE CREAM



- **Aspect : Whitish yellow cream**
- **Packaging : Jar**

- **CERAMOSIDES™ HP, an anti aging shied with high performance: the skin roughness is smoothed and the pores are visibly smaller.**
- **The combination of CERAMOSIDES™ HP and AQUAXYL™ inside and outside to moisture the skin.**
- **SEPIPLUS™ 400 provides a good spreadability and allows a good pick up.**
- **SEPIMAX™ ZEN nourishes texture at only 0.3%**



A	Aqua / Water	61.00%
B	Phenoxyethanol and Ethylhexylglycerin	1.00%
	Cyclopentasiloxane and Cyclohexasiloxane	4.00%
	Propanediol Dicaprylate	3.00%
	Parfum / Fragrance	0.30%
	Persea Gratissima Oil	1.00%
	FLUIDANOV™ 20X	**0.50%**
	SEPIPLUS™ 400	**1.70%**
	SEPIMAX™ ZEN	**0.30%**
	SEPIMAT™ HB	**10.00%**
C	Water	10.00%
	AQUAXYL™	**1.00%**
	Glycerin	5.00%
	CERAMOSIDES™ HP	**0.50%**
	Disodium EDTA	0.20%

• Appearance	Whitish yellow cream
• pH	5.20
• Viscosity 1M at RT	54,088 mPa.s; Brookfield S4S6
Viscosity 1M at 45° C	41,991 mPa.s; Brookfield S4S6
Viscosity recovery at RT (after 1M at 45° C)	57,088 mPa.s; Brookfield S4S6

SEPPIC

US20030

CERAMOSIDES™ HP BEAUTY MIST







- **Appearance : Fluid off white lotion**
- **Packaging : Spray**

- **CERAMOSIDES™ HP maintains body's tonicity and strengthens elasticity.**
- **The combination of AQUAXYL™ and CERAMOSIDES™ HP inside and outside to moisture the skin.**
- **MONTANOV™ L has the versatility to be used in a variety of formulation from sprays to creams, giving a light skin feel.**
- **SIMULGEL™ INS-100 and SEPIMAX ™ ZEN both stabilize sprayable formula.**

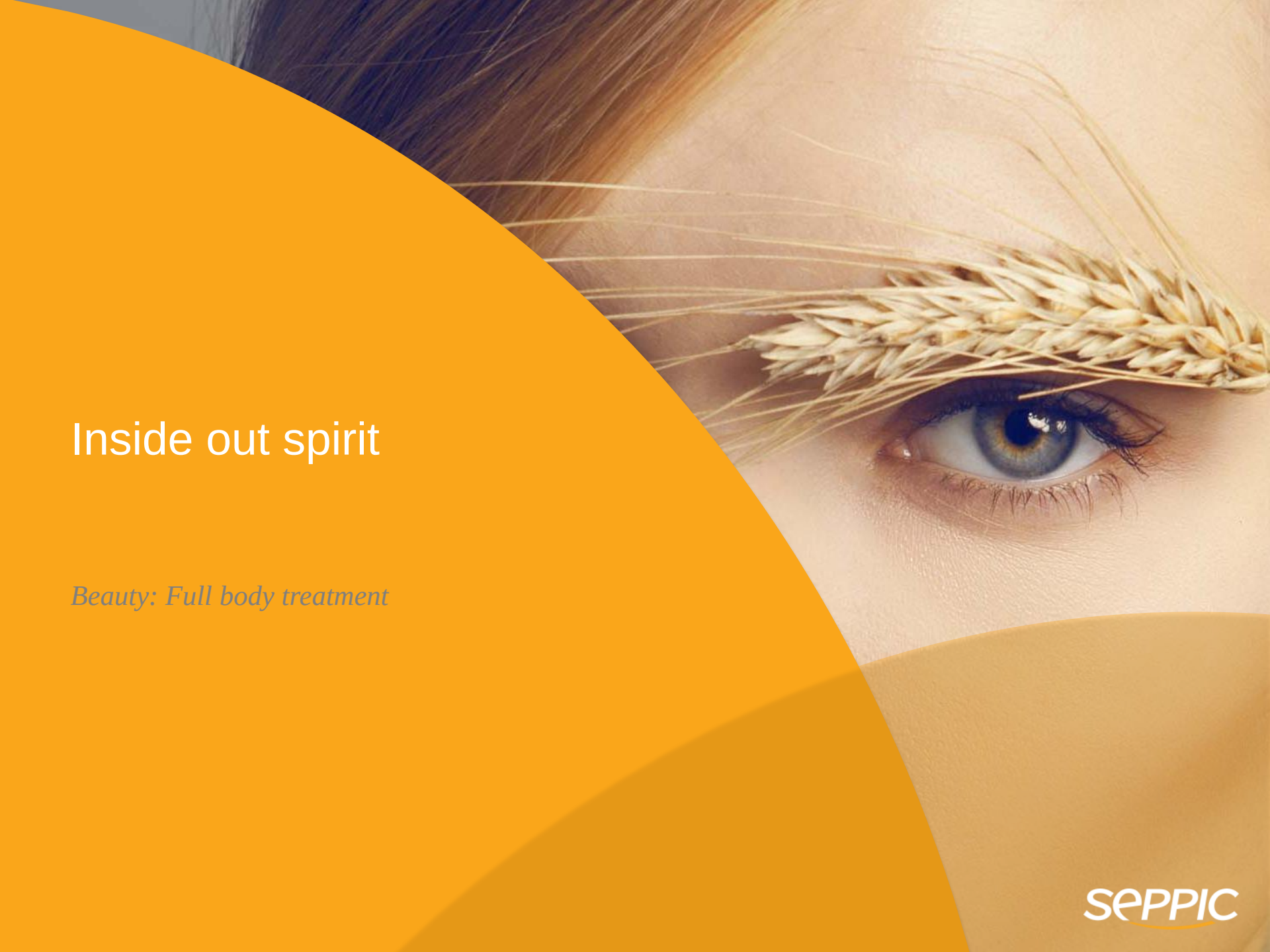


A	Dimethicone	2.00%
	Isodecyl neopentanoate	1.00%
	Macadamia Ternifolia Seed Oil	1.00%
	MONTANOV™ L	**0.50%**
B	Aqua / Water	50.00%
	Disodium EDTA	0.20%
C	**SIMULGEL™ INS-100**	**0.75%**
	SEPIMAX™ ZEN	**0.30%**
D	Aqua / Water	39.15%
	Phenoxyethanol and Ethylhexylglycerin	1.00%
	Glycerin	2.00%
	AQUAXYL™	**1.00%**
	CERAMOSIDES™ HP	**0.50%**
	Parfum / Fragrance	0.10%

Appearance	Fluid off white lotion
pH	5.18
Viscosity 1M at RT	11,578 mPa.s Brookfield S63S6
Viscosity 1M at 45° C	11,018 mPa.sBrookfield S63S6
Viscosity recovery at RT (after 1M at 45° C)	11,298 mPa.sBrookfield S63S6
Stability*	1M at RT, 45° C, after 3 cycles -5/+40° C

Inside out spirit

Beauty: Full body treatment



CERAMOSIDES HP / CERAMOSIDES NUTRA

Inside out spirit

Beauty: full body treatment

Combining Cosmetics and nutrition supplements for a WIN-WIN result



Tested at 70mg/day vs. placebo on 60 volunteers
CERAMOSIDES NUTRA reinforce beauty from within

In only 15 days

+23% skin **hydration**
+15% skin **elasticity**
-8% total **surface area of wrinkles**

80% of volunteers noted a decrease in tugging sensation
80% saw improved apparence of the skin and 85% noted softer skin

OBSESSION

Well-being
Health
Diet
Beauty

V — Vegan

GF — Gluten-free

FDA — NDI letter of no objection (11/06/12)

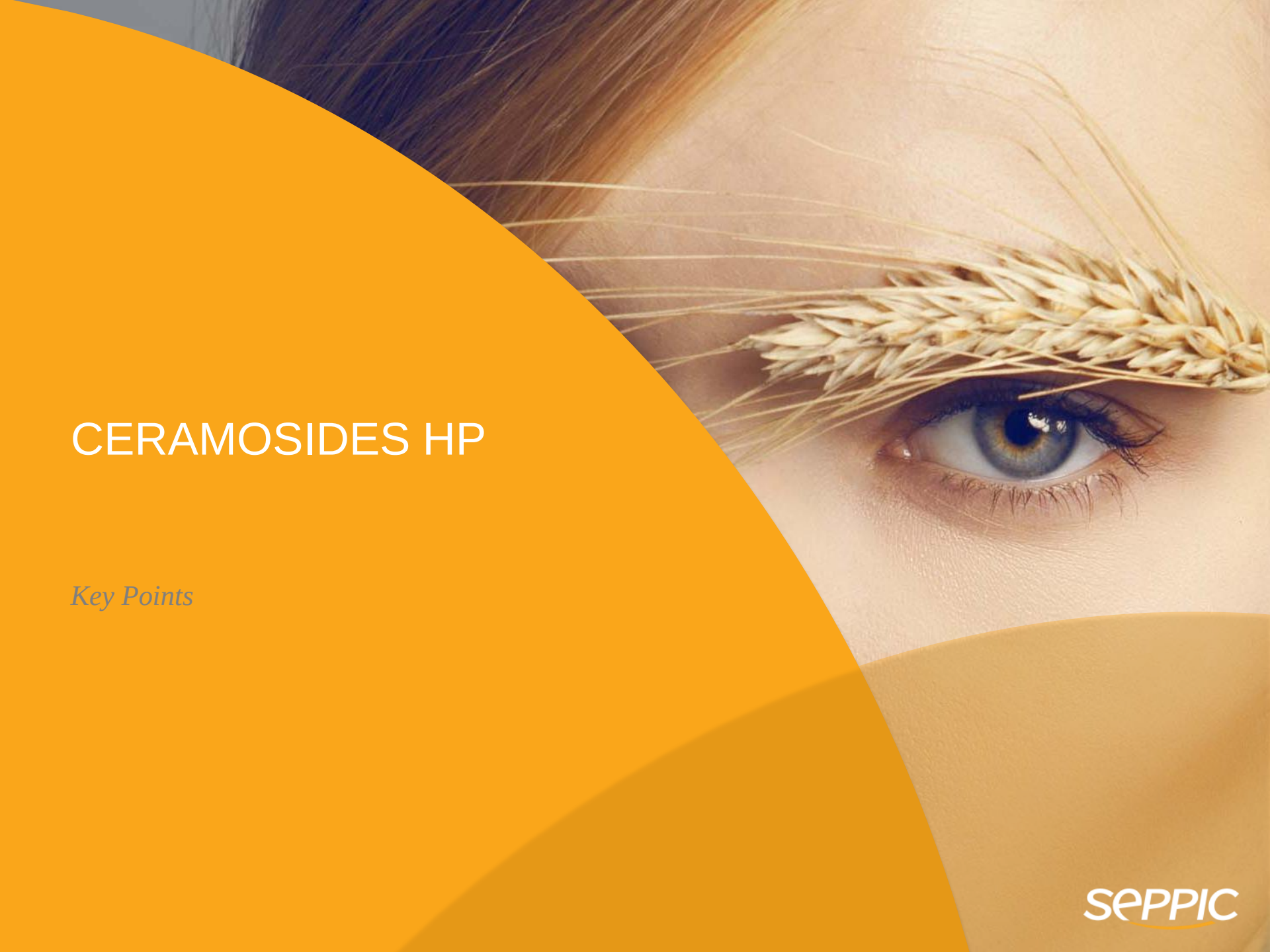
No GMOs / No additives
No preservatives

1 — SSW2011
Silver scientific excellence award

SEPPIC

CERAMOSIDES HP

Key Points



CERAMOSIDES HP
Key Points

HIGHLY NATURAL

INCI Name: Glycosphingolipids & Glycolipids

HIGH PERFORMANCE

- Dosage: 0.2 -0.5%
- Visible flawless beauty effect
- Liposoluble or hydrodispersible (emulsifying properties)

HIGH-TECH

Almond flour extraction from wheat grain for a patented blend of CERAMIDES/ DGDG



HIGHLY EFFECTIVE

Back to basics
Wheat grain extraction: source of life

Inside out spirit
Full body treatment, cosmetics plus nutrition supplements = WIN-WIN result

HIGH CONCENTRATION

CERAMOSIDES HP
=
77%
OMEGAS

50% CERAMIDES / 40% DGDG

- Well-tolerated at recommended dose
-Gluten-free / no GMOs
- Meets all cosmetic regulations

SEPPIC

Thank you for your attention

