

# Beauty Awards 2016



## Ideal Body Balm - VICHY

For the 1st time, active ingredients traditionally used in face care: **Hyaluronic Acid** and **LHA (Lipo Hydroxy Acid**, offers 6 times the exfoliation of Salicylic Acid) were combined with **10 fundamental oils** to help women obtain **ideal skin quality** on the body: **firmer, smoother and more radiant skin**. Vichy Research discovered that lipids are essential agents for ideal skin quality. Anti-dryness, improved skin radiance and luminosity, smoothing, softness and firming action are the many benefits that the new IDEAL BODY range offers.



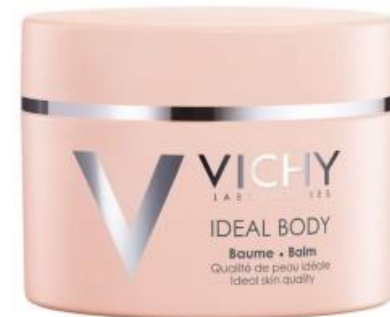
### Efficacy

#### INSTANTLY:

The skin is intensely nourished (hydration in 48hrs)

#### IN 4 WEEKS:

- +50% hydration
- +15% firmness
- +28% more even complexion





## HYDRASALINOL

*Lipid-replenishing*

### HOW DOES IT ACT?

- Stimulates the synthesis of **adhesion proteins** and **epidermal lipids**
- Stimulates the synthesis of AQP3 and AQP8 to **promote water and urea storage**

### BENEFITS

- Inhibits Trans-Epidermal Urea and Water Losses
- Strongly increases **skin hydration level**



## HYDRANOV

*Hyaluronic Like*

### HOW DOES IT ACT?

- **"hyaluronic like"** action: traps water molecules
- Stimulates the synthesis of **epidermal hyaluronic acid**
- Reinforces tight junctions + ceramids synthesis + NMF

### BENEFITS

- **Hydrating efficacy** faster and higher than hyaluronic acid
- **Restructuring action**



## SKINPERF LWG

*Skin resurfacing action*

### HOW DOES IT ACT?

- Green biomaterial forming a lamellar gel which behaves like an **intra-cutaneous reservoir of AHA**.

### BENEFITS

- **Cellular exfoliation** in less than 2 weeks **without irritation**
- **Resurfacing effect**
- Removes cutaneous blemishes and **refines skin grain**



# Extraordinary Rebalancing Facial Oil – L'ORÉAL



L'Oréal Paris Laboratories have specially selected a refined blend of 8 essential Oils known for their **purifying and soothing properties**.

Extraordinary Rebalancing Facial Oil helps support the skin's moisture balance; skin feels **nourished** with moisture without causing greasiness. **Pores appear tightened**, leaving a more **balanced looking complexion**. Thanks to the delicate aromatic scent, a feeling of **calm and comfort** envelops your senses for a moment of true pleasure.

## EPIDERMIST 4.0

*New skin builder*

### HOW DOES IT ACT?

- Improves **skin renewal**
- **Decreases bacterial growth** and skin reactivity
- Stimulates the synthesis of hyaluronic acid and improves the **autonomous rehydration** of the skin

### BENEFITS

- **Decreases pores visibility**
- **Smoothing effect on skin grain**
- Flawless skin quality





# Super Restorative Super Restorative Remodelling Serum - CLARINS

This new exceptional anti-ageing treatment **lifts the features**, **replenishes** the skin, **reshapes** and **redefines contours** and the face shape, all while **diminishing the appearance of age spots**.



## CLARINS ANTI-AGING INNOVATION

Helps protect the facial contours. By limiting the elimination of lipids by adipocytes, it prevents the melting of adipose tissue caused by ageing fibroblasts. It redefines the contours of the face and preserves harmonious facial contours.

## IMPROVED DENSITY

Reactivates hormone-depleted fibroblasts, which restores the substance of the dermis to combat the effects of gravity and help slow down skin slackening around the chin.

## CORRECTING AGE SPOTS

Helps visibly reduce the look of age-related dark spots and restores the complexion's luminosity.



## ACTIPORINE 8G

*Redensifies*

### HOW DOES IT ACT?

- Stimulates the synthesis of collagen I, IV and VII
- Increases AQP8 synthesis in fibroblasts
- Detoxifies fibroblast mitochondria

### BENEFITS

- **Redensifies** dermis
- **Smoothens** skin roughness
- Decreases area and volume of **wrinkles**



## NEUROLIGHT 61G

*Anti-dark spots*

### HOW DOES IT ACT?

- Inhibits **melanin synthesis**
- Inhibits the **release of melanin**
- Decreases the dendricity of melanocytes

### BENEFITS

- Decreases the **pigmentation of dark spots**
- Reduces the **size of dark spots**



## HYDROFILTRAT MENYANTHES

*Lifts*

### HOW DOES IT ACT?

- Restores the maturation and exportation of **collagen fibres**

### BENEFITS

- Increases **skin firmness and skin tone**
- Reduction of the **facial oval volume**



# Radiance Tinted Moisturizer Complexion correction - CAUDALIE



Complexion correcting: this oil-free, hydrating SPF20 tinted moisturizer is an all in one **skincare treatment and complexion enhancer**. Its mineral pigments blend with the skin to **cover skin imperfections**, dark spots, redness, acne scars and blemishes, giving you a **smooth**, even, radiant complexion.



## CORNEOSTICKER DS

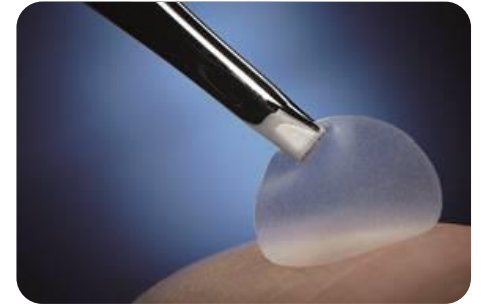
*Smoothes - Blurs instantly*

### HOW DOES IT ACT?

- **Soft Focus properties**
- **Blurs and smooths** the skin immediately after application
- **Restructures the skin** in depth after 14 days

### BENEFITS

- Improves the **quality of the skin**
- The skin is **softer, more luminous** and **flawless**





# Pep-Start™ Eye Cream - CLINIQUE



An instant **brightening and hydrating** eye cream that features a blend of peptides to help combat **the visible effects of your busy life**.

This lightweight eye cream provides a **rush of hydration** and **instant brightening** so you look and feel **refreshed, wide awake**, and ready for anything in as little as three seconds. Its **cool touch** and **de-puffing** tip help keep **eyes looking fresh** while **smoothing the way for makeup**. Plus, its peptides help **support natural collagen reserves** that can be threatened by stress, fatigue, and lack of sleep—the tell-tale signs of your busy life.



## HOW DOES IT ACT?

- Reactivates the synthesis of **cellular ATP**
- Reactivates the polymerization of **actin fibers**
- Triggers a tightening action on **collagen network**

## BENEFITS

- Reduction of **under bags volume**
- **Re-tightness of eyelids**
- Improvement of look youth



## HOW DOES IT ACT?

- **Protects mitochondrial DNA** from UV exposure, and skin from photo-aging
- Increases cellular **oxygenation** and **ATP synthesis**
- Revitalizes stem cells
- Rejuvenates fibroblasts

## BENEFITS

- **Rejuvenating effect**
- Reduction in **wrinkles**
- **Smoothing effect** on skin micro-relief



## HOW DOES IT ACT?

- Inhibits the **formation of small blood vessels** by supporting the blood circulation in the vessels

## BENEFITS

- Improves the **blood capillaries functioning** and lymphatic drainage

COSMOPOLITAN  
BEAUTY AWARDS  
2016

# UV PLUS Anti-Pollution Broad Spectrum SPF 50 Tinted Sunscreen - CLARINS



Lightweight, oil-free day **screen shields skin from UVA/UVB rays, pollution and free radical damage.**

An **invisible shield protects** the skin from the **appearance of dark spots** and the risk of **early skin aging.**

Three skin-enhancing tints promote luminous, even skin: Light, Medium, Deep.



## EPS WHITE

*Pollution - Dark spots*

### HOW DOES IT ACT?

- Inhibition in the formation of **pigmentary synapses**
- Protection against production of COX2 pollution and **melanin synthesis**

### BENEFITS

- Reduction in **dark spots number** after 2 weeks and area after 8 weeks
- **Uniform pigmentation**
- **Skin tone** transformed after each application



## PHYCOSACCHARIDE AP

*Pollution shield*

### HOW DOES IT ACT?

- Formation of an **invisible barrier** which acts as a **second skin**

### BENEFITS

- Protects the skin **against the adhesion of fine particles PM2.5** and improves their elimination in cleansing routine
- Protects the skin against heavy metals and cigarette smokes
- Preserves **cellular viability** and skin cohesion

COSMOPOLITAN  
BEAUTY AWARDS  
2016

## Lapis Facial Oil - HERBIVORE



This oil holds a component called Azulene which acts as a **powerful anti-inflammatory and antibacterial** that aids in **reducing redness and clarifying the complexion**. Formulated for combination, oily, and blemish-prone skin types or any skin in need of relief from inflammation.

Our facial oils are made with 100% natural and pure plant oils that will thoroughly hydrate your skin without clogging pores so that **it can stop producing excess oil** and find the balance it needs. In short, yes, oily skin needs moisture too and is often dehydrated, leading to dry patches and the overcompensation of oil and sebum.

## PHYCOSACCHARIDE AC

*Anti-acne*

### HOW DOES IT ACT?

- Decreases the **production of lipids** by sebocytes
- Inhibits **the growth of *P.acnes* and *S.aureus*** to **decrease acneic infection**
- Improves the recruitment of keratinocytes to promote **healing process**
- **Decreases inflammatory mediators** to sooth acneic skins

### BENEFITS

- **Sebum regulating** effect
- Reduction of the **number of acneic lesions**
- Reduction of the **surface of inflammatory lesions**





# Miracle Worker Retinoid Eye Repair Cream - PHILOSOPHY



A soothing, non-irritating eye cream with multiple antiaging benefits.

**Restore and renew** the delicate eye area with this formula that includes philosophy's **high-performance retinoid** - an ingredient that delivers all the benefits of retinoid with **less potential for irritation**. This eye cream supports **natural surface cell turnover and natural collagen** to dramatically improve the look of wrinkles and discoloration. The addition of peptides **reduces the appearance of undereye bags and dark circles** for a brighter, more ageless appearance.





## AROLEAT SAMPHIRA

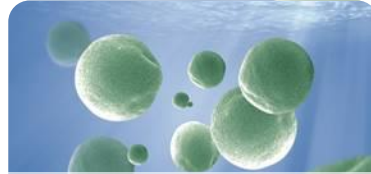
*Imitates the beneficial properties of retinoids*

### HOW DOES IT ACT?

- Increase in epidermis thickness
- Decrease in stratum corneum thickness
- Limits the **inflammatory reaction**

### BENEFITS

- Decrease in the **depth of the main wrinkle**
- Skin **smoother and restructured**



## DERMOCHLORELLA

*Dark circles*

### HOW DOES IT ACT?

- Inhibits VEGF (Vascular Endothelial Growth Factors) binding and MMPs
- Covers existing vessels

### BENEFITS

- Induces a **lightening effect on dark circles**



## BUCKWHEAT OIL

*Undereye bags*

### HOW DOES IT ACT?

- Rebalances lipogenesis: it inhibits fat storage and favors fat burning
- Favors relipidation of epidermis and hydrates the skin

### BENEFITS

- Decreases **bags under the eyes**
- Erases **signs of fatigue and small lines**



# Advanced Pigment Corrector - SKINCEUTICALS



A daily multi-action treatment to **reduce the appearance of stubborn skin discoloration** and **improve skin tone evenness**.

Advanced Pigment Corrector is clinically proven and tested on all ethnicities to **improve the appearance of stubborn skin discoloration** and uneven skin tone as it **boosts the appearance of radiance**. Skin discoloration is often caused by accumulated sun exposure, hormonal shifts, and the natural aging process, Advanced Pigment Corrector is a **multi-action comprehensive technology** working to exfoliate skin to **reduce the appearance of discoloration**.

**Fades the appearance of discoloration**

Promotes **even skin tone**

Improves visible **skin luminosity** for renewed radiance



## 3M3 WHITERIS G

*Melanominimizer*

### HOW DOES IT ACT?

- Reduces the size of the melanin-transporting **melanosomes**
- Inhibits the activating factors of **melanogenesis**
- Decreases the **quantity of melanin** exported in the epidermis

### BENEFITS

- Reduces the **size of dark spots**
- **Lights the skin** for a sublimated complexion



## PHORMISKIN BIOPROTECH G

*Evens complexion*

### HOW DOES IT ACT?

- **Photoprotection activity:** Protection of cellular DNA, Reduction in the number of sunburn cells, Inhibition of cell death processes, Stabilizing effect of SPF efficacy
- Redensification: Improves cellular division
- **Brightening action:** Promotes melanogenesis regulation

### BENEFITS

- Slow-down the process of **skin ageing**
- Increases the **homogeneity** and **luminosity** of the complexion
- Refines the **texture of the skin**

# 2016 TRENDS & DRIVERS



## *Cosmetic oils:*

- « Fundamental oils »
- « Essential oils »
- « Facial oils »

## *Perfect skin:*

- « Ideal skin »
- « Radiant skin »
- « Complexion enhancer »
- « Brightening »
- « Skin tone evenness »
- « Luminosity »



## *Ageless appearance:*

Reduce the look of age effects :  
dark spots, undereye bags, dark circles,  
discoloration





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