



Naolys

HydraGeneration Pale Rose



Concept

The restoration of the hydrolipidic balance

Because skin hydration consists in a good balance between water and lipids in epidermis. To keep longer a smoother and a more supple skin. And a better dehydration-fighter skin.

How it works

HydraGeneration Pale Rose acts quickly on the water circulating in epidermis by avoiding that it evaporates. In the same time, it restores the hydric circuit thanks to a stimulation of the cell renewal. Besides it contributes to the creation of lipids like free fatty acids, cholesterol, ceramids, etc., elements which are in the stratum corneum of the epidermis and help to keep corneocytes together. Those cells of the stratum corneum play precisely skin barrier part. Thanks to that better hydrolipidic balance, epidermis limits dryness process and provides a better protection against outside aggressions.

A story

The pale rose, an aromatic and universal beauty

Rosa centifolia, Rosaceae

Born in Caucasus and modified by several hybridizations, the pale rose got its name thanks to its flowers with double petals that exhal a strong fragrance in spring. Cultivated for its aromatic properties from the XIXth century, it has become one of the mainstays in the perfume industry. The empress Josephine owned 27 different species in the garden of her property la Malmaison. In Western world, its health properties (antiseptic, astringent, depurative) have made the pale rose an element of the traditional pharmacopoeia.

Marketing claims

Hydration & protection

Hydrating, helps to rebuild the hydrolipidic film, to maintain the cohesion of epidermis

Limits the skin dryness process, provides skin suppleness and softness

Regenerating, restructuring

Helps to restore skin barrier, reinforces skin protection

To be used in skincare or make-up products like

cream, fluid, serum, balm, lotion, milk, fondation, etc.

any cosmetic product dedicated to maintain, to relaunch or to reinforce skin hydration.



HydraGeneration Pale Rose

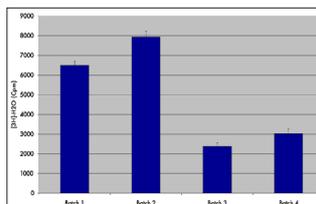
Efficacy

In vitro testing results

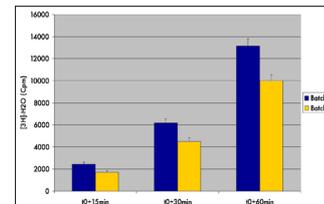
Hydration, water kept in the epidermis: at 0.5%, increase of water retention in the dehydrated epidermis by 22% at T0+15 min (batch 2), and by 28% at T0+30 min (batch 4) and a decrease of the trans-epidermic transfer of the $[^3\text{H}]\text{-H}_2\text{O}$ by 30% at T0+15 min, by 27% at T0+30min and by 24% at T0+60 min.

Increase of corneocyte cohesion: at 0.5%, 1% and 2.5%, increase of free fatty acids respectively by 20%, 27% and 32%.

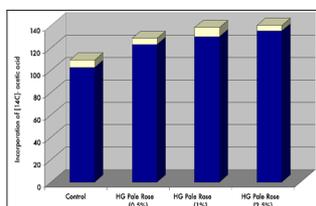
- Stimulation and epidermis regeneration, KI67 and filaggrine (cf. pictures): at 0.5% ; 1% and 2.5%, stimulation of the proliferation of keratinocytes in the basal layer for treated epidermis respectively by 13%, 19% and 23%.



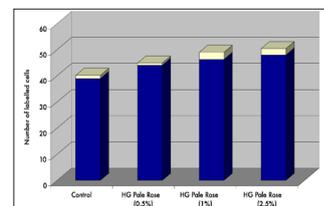
Increase of water retention



Decrease of the trans-epidermic transfer of the $[^3\text{H}]\text{-H}_2\text{O}$



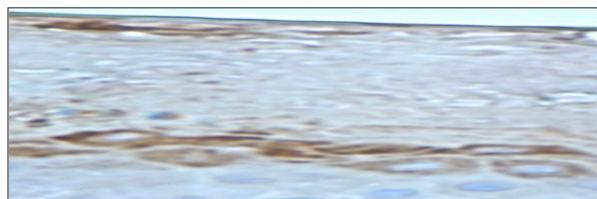
Increase of corneocyte cohesion



Increase of the proliferation of keratinocytes in basal layer



Labelling of filaggrine: epidermis control



Labelling of filaggrine: treated epidermis with HydraGeneration Pale Rose at 2.5%

Technical information

Formulating HydraGeneration Pale Rose

INCI name of cells: rosa centifolia leaf cell extract

Form: cells (20%) dispersed in vegetal glycerine (80%)

Aspect: liquid

Concentration: starting at 0.5%

Dispersible in any formulation