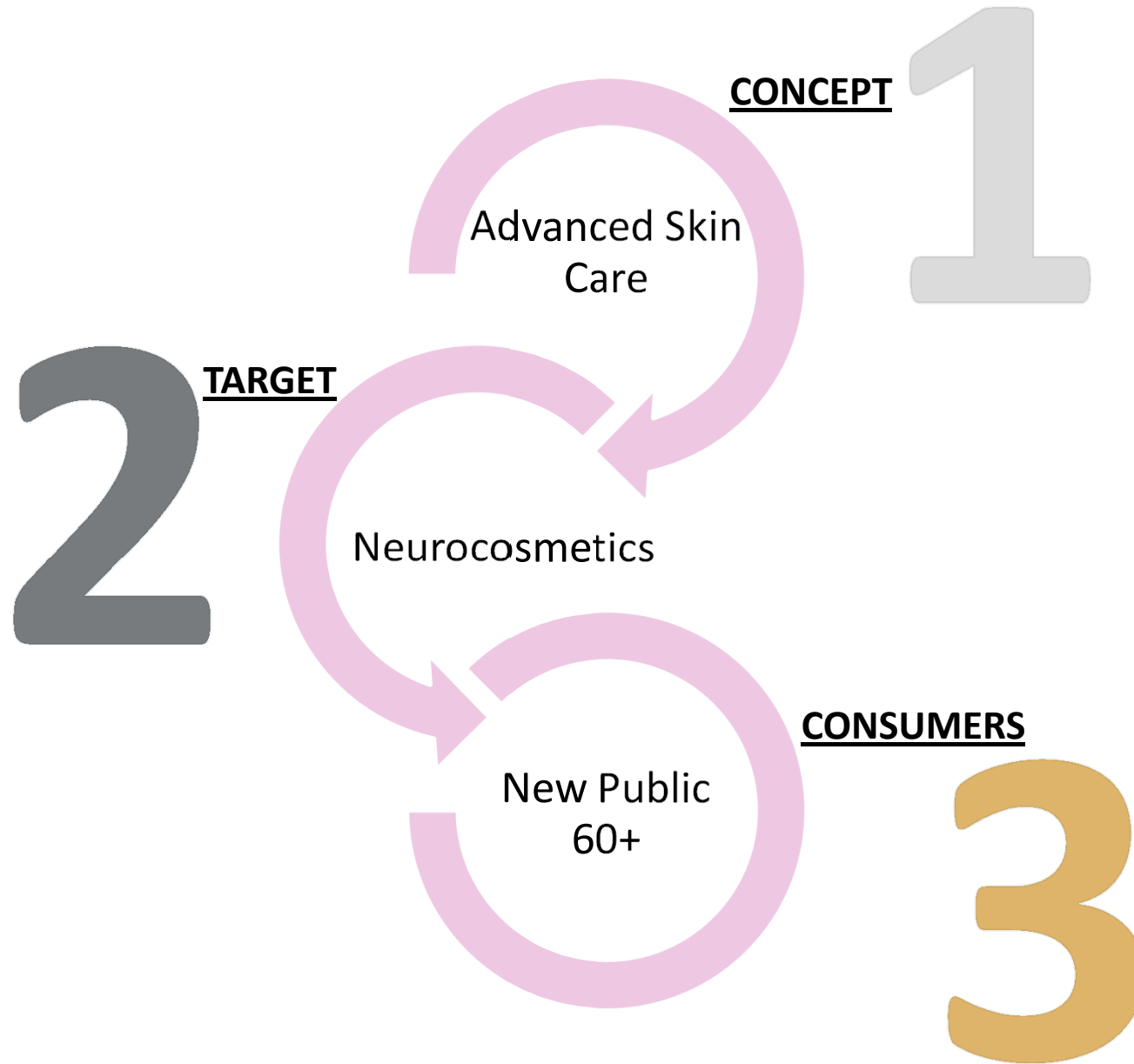




**CODIF**  
R&N

**Advanced Skin Care – Neurocosmetics –  
New Public 60+**



# 1

They claim a new step in **skin therapy and cosmetic science** to offer **medicosmetic treatment and results able to compete with surgery**. Communicate with **scientific and technological image**.

**60% of global consumers** say they would never consider surgery (Datamonitor) but do seek cosmetic alternatives.

- **Advanced Skin Care Treatment**
- **Intensive Skin Care**
- **Comparable to professional procedure**
- **Genes therapy**
- **Repairing Action**



## MARKET FORECAST

The global market for skincare devices is expected to reach USD **12,799.5 million by 2020**, growing at an estimated CAGR of **10.0% from 2014 to 2020**. The growing demand of minimal, non-invasive and aesthetic procedures such as **skin rejuvenation, skin tightening and body contouring** is also expected to be a key driver of this market

<http://www.medgadget.com/2015/11/new-forecast-report-global-skincare-devices-market-size-2020-radiant-insights-inc.html>



# 2

The aging of neurons directly affects **the communication between nerves and fibroblasts**, triggering a fall in fibroblasts vitality and a decrease in collagen and elastin synthesis.

Neurocosmetics is a fairly **new trend** in cosmetics. It refers to topical treatments with specific ingredients that work on the **cutaneous nervous system**.

- **Repair**
- **Regenerate**
- **Detoxify**
- **Lift mood**



## Neuro-cosmetics....saywhat???

18th August 2015



At Katherine Daniels our philosophies are based around the needs of the UK market, from our research we discovered that 60% of the UK suffers with sensitive skin, with this figure continuing to grow due to the modern environments and our 21st century way of living.

Pollution and urbanization in the UK has a major impact on our skin, our cities are becoming busier and we all have air conditioning in our

offices. Even living in a quiet coastal town where life can seem a little calmer will have an impact on your skin, the harsh extreme weather can cause sensitivity to our skins, leaving everyone vulnerable.

Our lives have become more stressful, this may be due to a number of different reasons, one may be the juggle between home life and work, our time is becoming more and more precious, which can mean looking after ourselves sometimes moves to the bottom of the list.

## Neuro-cosmetics technology:

We have developed our sensitive skin range using Neuro-cosmetics technology, a combination of Pumpkin Extract (Cucurbita Pepo) and Sea Water (Maris Aqua), which investigates the relationship between the brain and the skin.

It assesses the interaction between these organs as skin sensitivity is closely linked to the brain and the nervous system.

Our Neuro-Cosmetic soothing Ingredient limits the inflammation in sensitive skin.

## How does it do this?

It reduces the release of the aggressive messengers in the skin such as prostaglandins, interleukins and histamine. It will also have a positive effect on the brain by inducing 'the feel good' hormones.

Cucurbita Pepo also protects and repairs Collagen and Elastin fibres, improving their arrangement and alignment therefore strengthening the mechanical properties of skin resistance and stress against stretching and sagging.

## Things to avoid:

If you suffer with a sensitive skin, it's important to avoid harsh stripping products that will damage your skin further, the products that we used in our teens, may not be the right products for us now.

Avoid hot water on the face, washing your face under a hot shower will stimulate the skin, enhancing its sensitivity.



## Thing we recommend:

It's amazing how much of a difference cleansing correctly with the right products can make, by using soft mitts instead of hard cloths, and sticking to a skincare routine will make a huge difference and protect your skin.

Our Essential Cleansing Milk and Toning Lotion contain gentle ingredients that will aid skin sensitivity, as well Neuro-cosmetics technology which will enhance your results.

Enjoy a cup of chamomile tea, chamomile is great for calming, soothing and healing!

## Will neuro-cosmetics be the next big trend?

15 Oct. 2015



By Simon Pitman - 15 Oct 2015  
Last updated on 23 Oct 2015 at 22:09 GMT



Belinda Carll, director of the Institute of Personal Care Science

Related tags: Neuro-cosmetics, Belinda Carll, Trend

Topping into the big trend for wellbeing and sensory enhancement, a number of cosmetic ingredients targeting neurological stimulation could be the start of something new.



Be there to celebrate the industry's feel-good event of the year.

Your participation helps survivors to be the boss over cancer.



12.11.15  
WALDORE ASTORA  
NEW YORK  
CEW.ORG/BOG

Cosmetics Design spoke exclusively to Belinda Carll, who is the director of the Institute of Personal Care Science, and one of the first industry experts to pick up on this trend.

We began by finding out when this trend first started to emerge and what it is all about.

'The neuro-cosmetics trend is relatively new—these have only come out in the last 12-18 months with some of the most exciting launches in the last 6 months,' said Carll.

'These types of materials work on a neurological level to elicit 'feel good' chemicals that then prolong cell life and/or regulate inflammatory responses. The visible results include anti-aging benefits and increasingly reduced sensitivity to products along with a healthier skin glow.'

## Ingredients that already target this trend

Carll pointed out that examples of ingredients that tap into this trend include raw material launches such as HappyBelle (Mibelle AG Biochemistry, 2014), Bosexil (from Indena, 2014), Neurodermine (from Matriscience, 2015) and Marillance (from Soliance, 2015).

So what has bought this trend about? Why are consumers suddenly interested in cosmetic products that go that one step further?

'Consumers are increasingly look to 'balance' their busy lives; and at the same time, an increasing number of consumers are looking at the chemicals they use as causes of inflammation and sensitivities. The general trend of consumers toward wellbeing has obviously inspired raw material suppliers to provide materials that can provide 'well-being' to the skin,' explained Carll.

Explaining why consumers are looking for this and what trends it all taps into is a bit more complicated, but Carll believes that such ingredients can help give cosmetic products a leading edge.

'The hardest part about marketing a product containing these materials will be in the marketing story: For example, cosmetic products are not able to make physiological claims, even about the activity of the ingredients; so while these materials also provide anti-aging, moisturising and skin protection benefits, marketing personnel will have a hard time explaining how they do this compared to other actives because of their activity.'

## Secret to success may be down to effectiveness

But Carll believes that it is the effectiveness of these ingredients that could be the real game changer for consumers.

'Consumers will however see dramatic differences in their skin when using it, the least of which

# 3

With the population getting older, brands work hard to educate consumers about **skin changes and needs at different ages.**

In your 60s and beyond, **skin may be drier, thinner, and more fragile.** Skin can look less smooth. You need a regime **specifically formulated for mature skin;** intensive moisturisation leaving **skin feeling more dense, plumped up and firmer.**



10 Nov. 2015

## Kanebo launches first skincare line for over-60s women

Japanese brands are adapting their offering to the accelerated aging of the population in their home market. Kanebo recently launched the first cosmetic line targeting the over-60s women.



Women in their 60s comprise 17% of the female population in Japan's and 40% of the total cosmetics-using population of women aged 15 -89.

On October 16, 2015, Kanebo Cosmetics launched Twany Glow, a new skincare line mainly targeting women in their 60's from Twany, one of its core domestic skincare brands. **Women in their 60s comprise 17% of the female population in Japan's and 40% of the total cosmetics-using population of women aged 15 -89.**

### An important population

Furthermore, the per capita spending in households of the 60 - 69 age group is the highest, and money spent on cultural activities, leisure, and social entertainment is also higher than those in the younger age brackets. This generation is also highly conscious about beauty matters and has a positive attitude towards skincare.

*"Women in their 60's belong to Japan's baby boomer generation, which has been at the forefront of mass consumption, and they care about their appearance. Our research revealed that 90% of these women use skincare on a daily or almost daily basis, which is a higher ratio than for younger generations,"* observes Yukio Makino, brand manager of Twany. Yet, due to the post-retirement decrease in average household incomes, a 2014 Kanebo survey reveals that women over 60 are inclined to constrain their cosmetics expenses without having to trade down to products of lesser qualities.

### Specific needs

Compared with women in their 50's, studies also show **specific need of older women**. After the **menopausal years** they experienced changes in their skin. The **sebum content in the skin decreases**, the skin's temperature can lower more easily, and conventional skin care items that place importance on moisturizing can no longer adequately address problems of dryness.



The Twany Glow line was developed to address the specific needs of skins that tend to have low sebum content.

*"Until recently in Japan, emphasis was placed on young and middle-aged customers and women in their 50's and older tended to get grouped into one big segment. But for women in their 60's - who represent the majority of Japan's cosmetics-using population - skin care that fulfills their particular lifestyles, spending patterns, and beauty needs is essential"* adds Yukio Makino.

The Twany Glow line was developed to address the specific needs of skins that tend to have low sebum content. Five products are available for daily skin care: cleansing cream, facial soap, lotion, emulsion, and cream.

These basic skin care items are priced slightly lower than conventional Twany cosmetics.

Kanebo has also paid particular attention to the packaging design. Taking into consideration that the power to grasp can weaken with age, the package was specially made for easy grasping. The cap was made to open easily, and the bottle was devised to be less prone to slip out of the hands. To prevent breakage, the package is made of light-weight plastic in an easy-to-hold oval-shaped cylindrical form, and the screw cap is designed to open with fewer twists. Strategic parts of the bottle and the cap have been done in relief to prevent slippage.

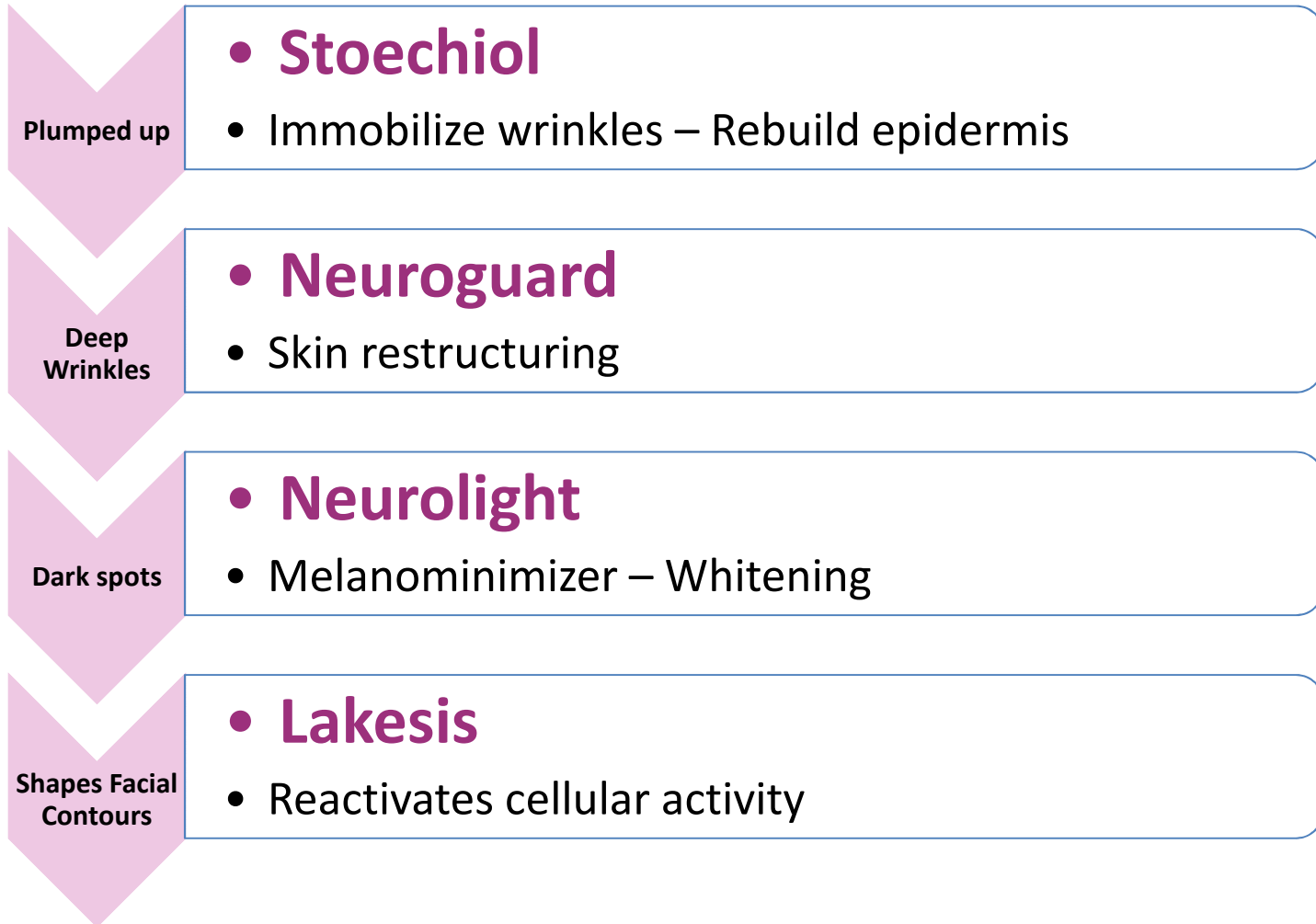
As far as distribution is concerned, Twany is sold mainly through free-standing cosmetics specialty stores, often found in regional cities or local shopping areas in larger cities.

V.G.



## OUR SOLUTIONS

The claims of an advanced skin care for mature skin are:



# Stoechiol

Anti-Aging / Botox like

### WHAT IT IS

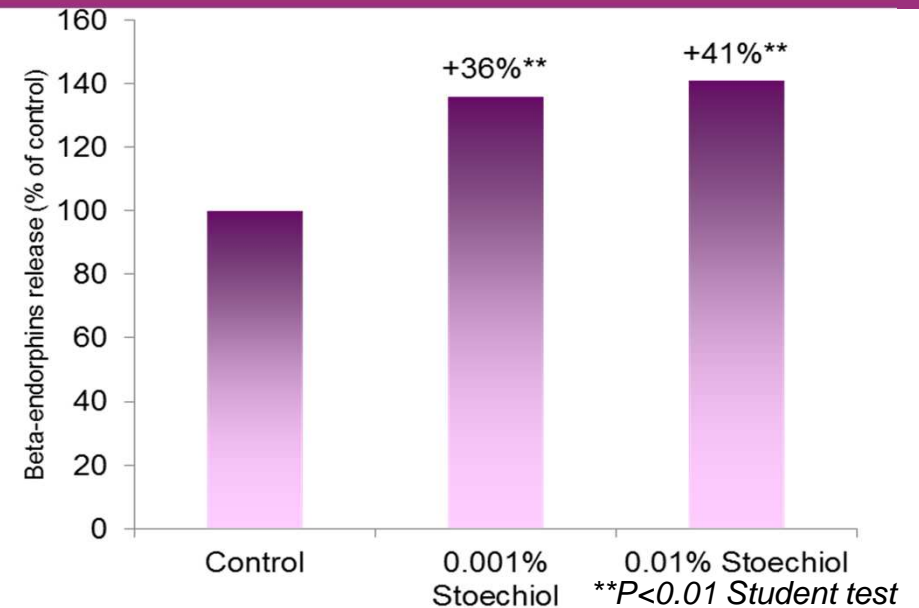
Efficient by **just regulating the over contractions** without any invasion by any synthetic molecule that could be recognized as **antibodies**

### WHAT IT IS DEVELOPPED TO DO

CODIF discovered and patented a new generation of quick wrinkles removal: the induction of Beta endorphins production by the skin **decreases skin contractions thus decreases wrinkles.**

### BENEFITS

Stimulation of cellular division and improvement of skin cohesion.



# Neuroguard

## Anti-Aging / Deep Wrinkles

### WHAT IT IS

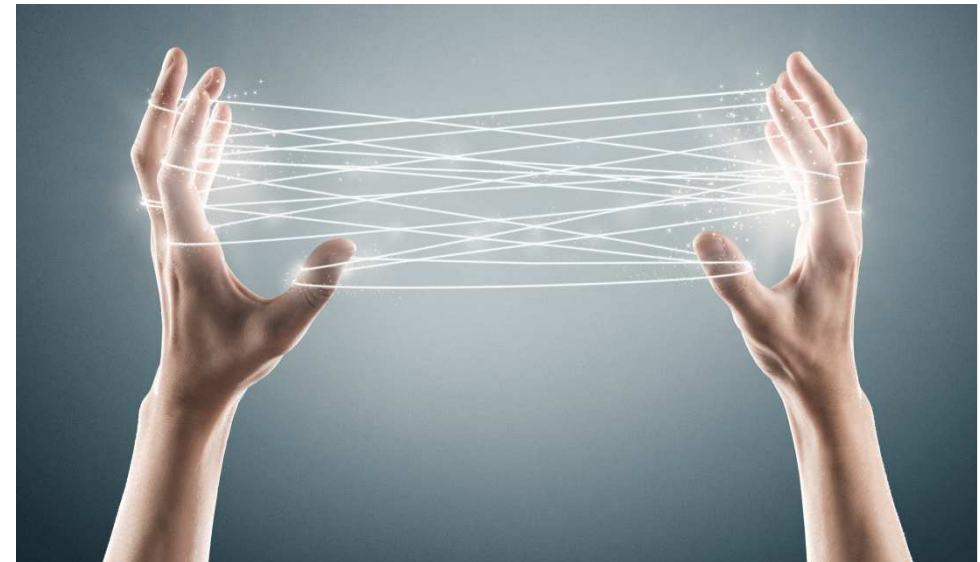
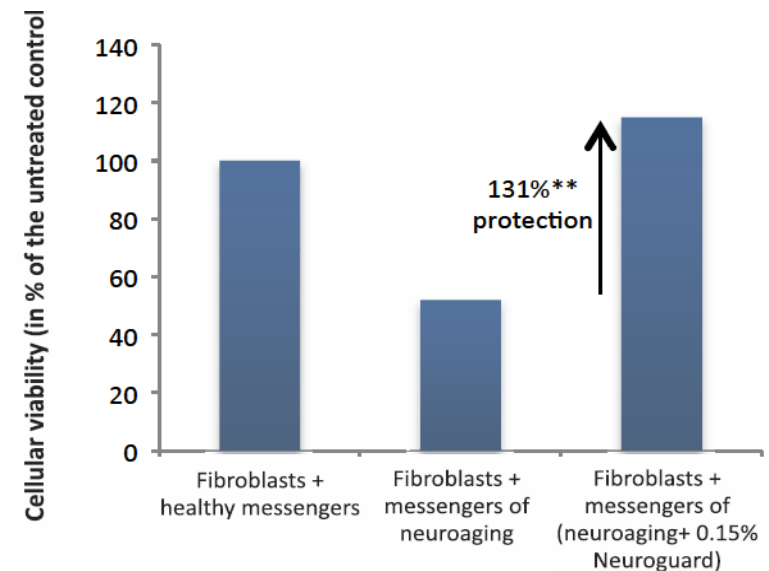
Oligosaccharide mainly composed of guluronic acid and mannuronic acid, obtained by **enzymatic** depolymerization from saccharides coming from brown algae.

### WHAT IT IS DEVELOPPED TO DO

To **re-establish a healthy communication between nerves and fibroblasts** and to reactivate dermal cells previously weakened by messenger of ageing. Fighting against neuroaging enables delaying fibroaging. Thanks to the reactivation of collagen and elastin synthesis, NEUROGUARD treats deep wrinkles within 28 days.

### BENEFITS

- Protects fibroblasts from messenger of ageing
- Protects collagen synthesis
- Protects elastin synthesis
- Significantly decreases wrinkles
- Significantly decreases skin roughness



# Neurolight

## Anti-Aging / Dark spots

### WHAT IT IS

Is a **neuro-active** ingredient that significantly reduce the area and the pigmentation of dark spots thanks to an original & innovative action mechanism:

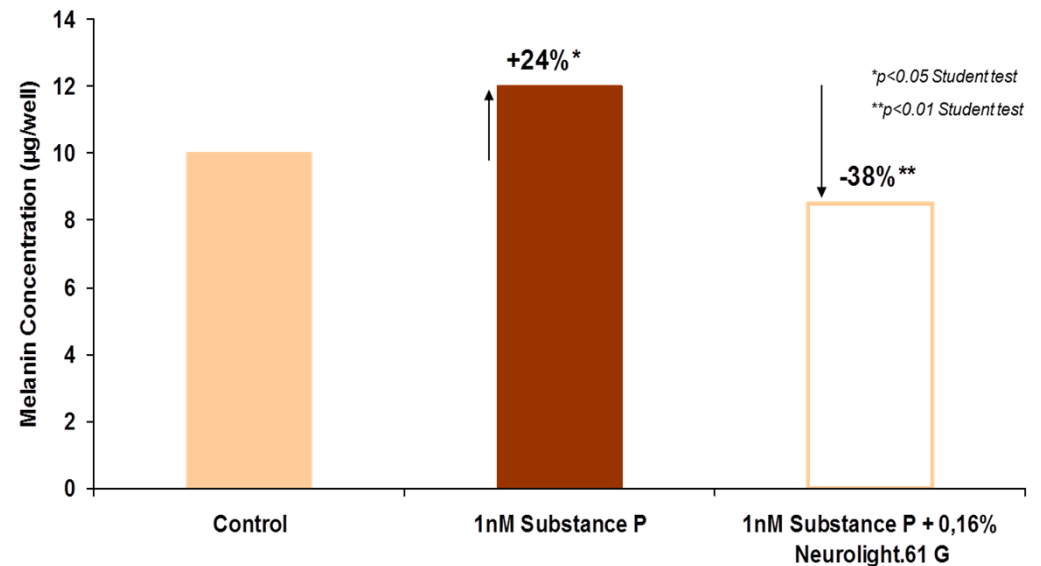
- inhibition of melanin synthesis triggered by stressed keratinocytes
- inhibition of melanin release triggered by neural factor: Substance P

### WHAT IT IS DEVELOPPED TO DO

Avoid the binding of Substance P to its **receptor to limit melanin transfer** from melanocytes to keratinocytes

### BENEFITS

Decreases surface and pigmentation of dark spots by up to -61%.



# Lakesis

## Anti-Aging / Facial Contours

### WHAT IT IS

Oil extracted by the resinous tears of Chios using Supercritical CO2 technology.

### WHAT IT IS DEVELOPPED TO DO

LAKESIS increases the synthesis of two youth proteins: KLOTHO and FOXO. Cellular detoxification processes are **reactivated**, global cellular activity is **increased**, and we observe a **redensification** of the dermis in fibrillin and collagen fibers. Redensified, the skin looks younger, thicker and facial contours appear to be redrawn.

### BENEFITS

- Reactivation of youth proteins KLOTHO and FOXO
- Reactivation of cellular detoxification processes
- Improvement of cellular activity
- Redensification of the ExtraCellular Matrix in fibrillin and collagen fibers
- Redensification of dermis
- Decrease in SENEb surface
- Lifting action on the oval face
- Skin looks younger, thicker, and facial contours appear to be redrawn

