

WONDER YOU

Menopause BeautyCare



April 2025

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dsm-firmenich 

Let's talk about menopause

Menopause vocabulary

Peri-menopause

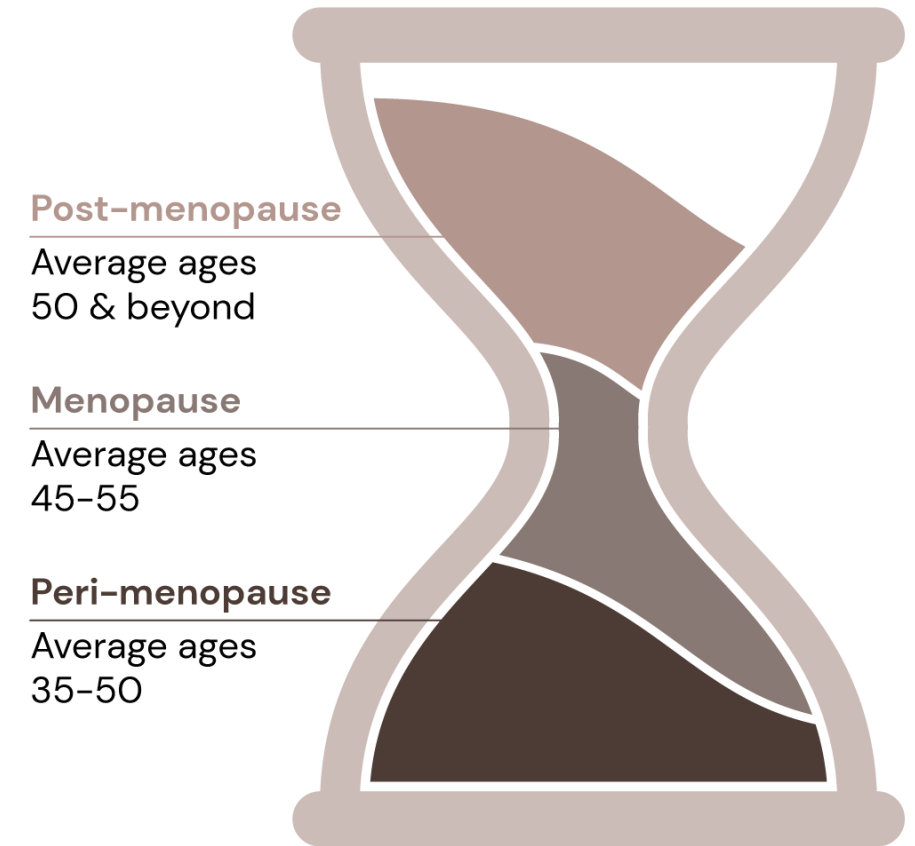
The initial signs of peri-menopause usually begin with **menstrual cycle changes**. Some women might notice much longer cycles and heavier periods, while others might notice cycles that are shorter than usual.¹

Menopause

It is the experience of **no longer having menstrual periods**. Menopause marks the end of the reproductive years.¹

Post-menopause

It is the time after menopause has occurred when **women have been without a menstrual period for 12 months**. Once this happens, women are in post-menopause for the rest of their life.¹



Source:

1. The American College of Obstetricians and Gynecologists. FAQ047: The Menopause Years [internet]. Washington DC: American College of Obstetricians and Gynecologists; 2018. [cited 2021 Feb 10]. Available from <https://www.acog.org/womens-health/faqs/the-menopause-years> and [helloclue.com](https://www.helloclue.com)

Agenda

Menopause journey

1. Why Menopause?

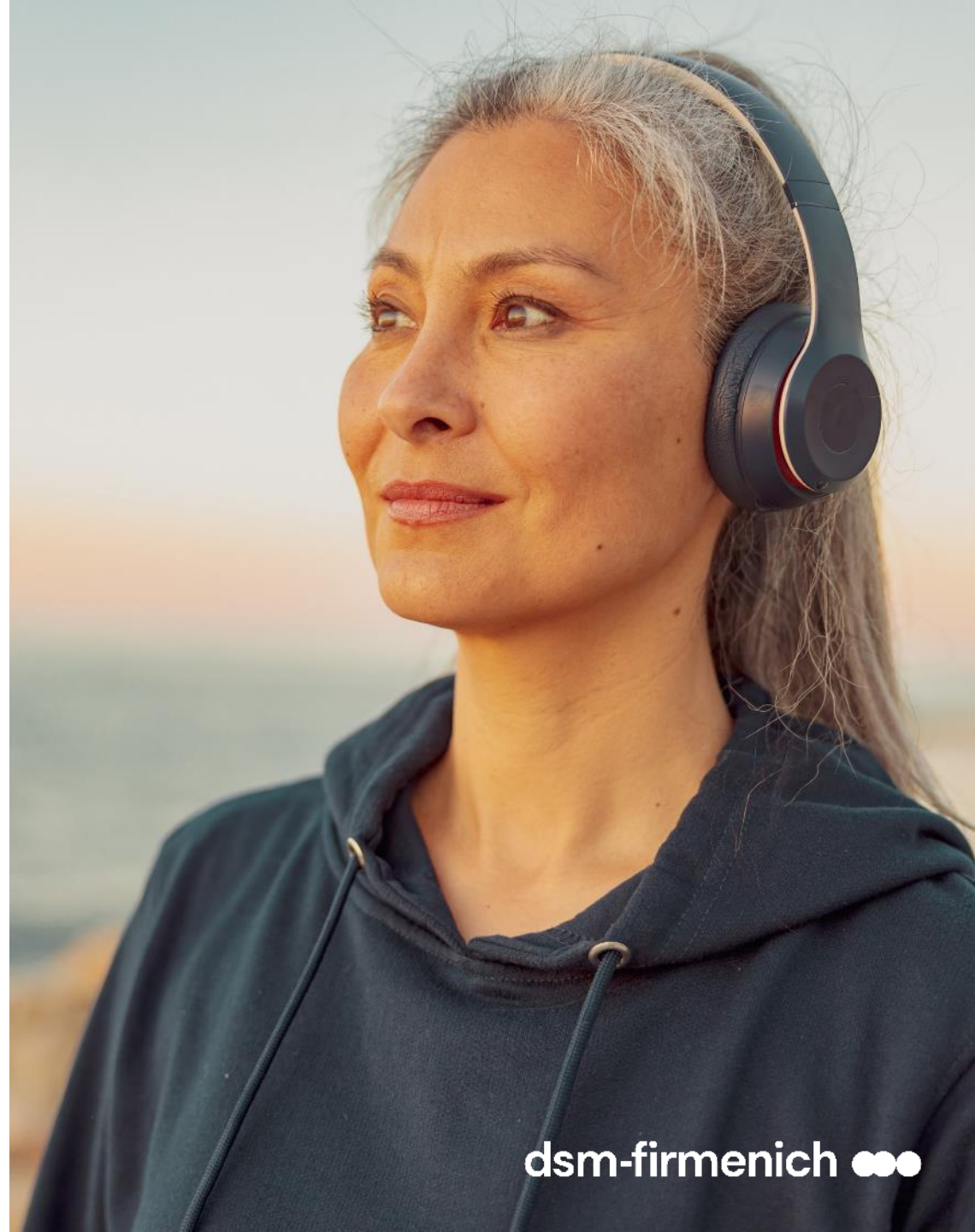
- Demographic
Touching half of world population
- Market view
A taboo some are starting to smash

2. Understanding the menopause consumers

- The voice of consumers
Diverse life changing experience
- The skin and hair science behind menopause
A significant transformation

3. Our solution **WONDER YOU**

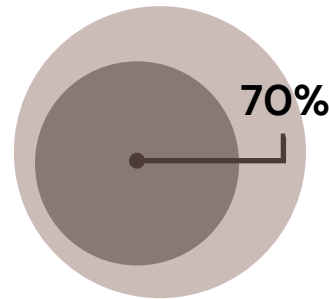
Menopausal BeautyCare solutions



Silver global population: the longevity economy

Growing population category with high purchasing power...

- The elderly global population will reach **1.6 billion in 2050**.
22% of projected global population²
- They will be living **10 years more** than they live today³
- They are set to control around **70% of disposable income worldwide⁴**



AARP's new print and online campaign emphasizes the purchasing power of the organization's audience of people over 50.

**I MAY BE GRAY,
BUT MY MONEY
IS AS GREEN
AS IT GETS.**

Why is it all about 18-34, when they barely have a dime of their own? The story is simple. AARP Media reaches the Best Boomers, and 68% of those over 50 give money to their adult kids. So take the time to get to know us, because our audience has what you need.

Learn more. advertising.aarp.org

AARP
MEDIA SALES

Source:

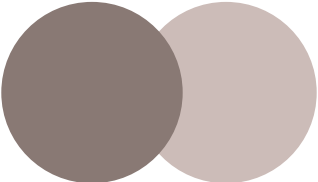
2. <https://www.who.int/news-room/fact-sheets/detail/ageing-and-health>; 3. <https://www.statista.com/statistics/672546/projected-world-population-distribution-by-age-group/> (82 years old); 4. <https://mailchimp.com/courier/article/older-adults-buying-power/>; USA 50%, Japan 67%, Germany 86% in 2030

Silver global population

Have high digital adoption but feel not represented

Their **digitalization adoption*** has tripled over the last 10 years⁵...
but... only **5% of advertisement** is aimed at the elderly⁶... *therefore...*

 2 in 3 do not feel included

 1 in 2 concur that ads reinforce outdated stereotypes⁷

Source:

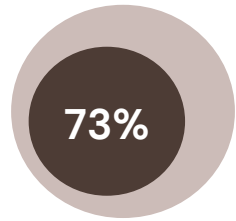
5. <https://www.pewresearch.org/fact-tank/2022/01/13/share-of-those-65-and-older-who-are-tech-users-has-grown-in-the-past-decade/>: smartphone from 13% to 61%, tablet 6% to 44%; social media 11% to 45%; 6. [https://www.fastcompany.com/90341477/why-marketing-to-seniors-is-so-terrible#:~:text=According%20to%20Havas%20Group%2C%20only%20growth%20between%202015%20and%202030](https://www.fastcompany.com/90341477/why-marketing-to-seniors-is-so-terrible#:~:text=According%20to%20Havas%20Group%2C%20only%20growth%20between%202015%20and%202030;); 7. <https://www.aarp.org/work/age-discrimination/ageism-in-advertising/>



Menopause: a taboo to smash

Who is the next generation of women approaching menopause?

- **1.2 billion women** (nearly the Indian population) worldwide will be menopausal or postmenopausal by the year **2030**¹



of women don't treat their menopause symptoms²

- Most **women from Generation X**, who are now in their late 40s and **approaching menopause**, are technologically proficient and digitally literate²

- **1 in 4 women** says they struggle to cope with life due to symptoms of the menopause and 1 in 3 significantly loses self-confidence³
- Being **ridiculed, harassed, or stereotyped** are some of the fears towards not speaking up⁴



Menopause: unmuted is a podcast sponsored by Pfizer series exploring first-hand experiences of this life stage.

Source:

1. <https://bmcmwomenshealth.biomedcentral.com/articles/10.1186/s12905-015-0217-y#:~:text=With%20the%20aging%20of%20the,the%20year%202030%20%5B1%5D;>
2. [https://www.forbes.com/sites/debgordon/2021/07/13/73-of-women-dont-treat-their-menopause-symptoms-new-survey-shows/?sh=d269e67454f1;](https://www.forbes.com/sites/debgordon/2021/07/13/73-of-women-dont-treat-their-menopause-symptoms-new-survey-shows/?sh=d269e67454f1)
3. [https://www.openaccessgovernment.org/menopause-the-last-great-taboo/100976/;](https://www.openaccessgovernment.org/menopause-the-last-great-taboo/100976/)
4. <https://hbr.org/2020/02/is-menopause-a-taboo-in-your-organization>

Menopause: a taboo addressed through 2 SDGs

The Impact of Menopausal Symptoms on Women's Health and Gender Equity

3 GOOD HEALTH AND WELL-BEING



The symptoms of menopause vary among women, impacting their **physical, emotional, mental, and social well-being**(1). Some commonly experienced symptoms include(2,3):

- Hot flushes and night sweats
- Insomnia
- Mood changes
- Weight gain
- Low energy levels
- Difficulty with memory/concentration
- Skin changes
- Hair changes

5 GENDER EQUALITY



Menopause extends beyond individual health concerns and has far-reaching impacts.

- Taking place typically between the ages of 45 and 55, menopause coincides with a critical period for women's **career development** and their pursuit of top leadership positions.
- Menopause remains a taboo subject, leading many women to feel uncomfortable discussing their symptoms openly at work. Additionally, menopausal women may be unfairly perceived as **lacking confidence and emotional stability** (4).
- Women often experience negative consequences such as **diminished motivation, reduced working hours, reluctance to seek promotion**, and, in some cases, even **leaving their jobs** due to the challenges posed by menopausal symptoms (5).

(1): Menopause, WHO ([Menopause \(who.int\)](https://www.who.int/news-room/fact-sheets/detail/menopause))

(2): National institute on ageing ([What Is Menopause? | National Institute on Aging \(nih.gov\)](https://www.nia.nih.gov/health/menopause))

(3): My menopause centre ([Menopause signs and symptoms | My Menopause Centre](https://www.my-menopause-centre.co.uk/menopause-signs-and-symptoms))

(4): HBR ([Research: Workplace Stigma Around Menopause Is Real \(hbr.org\)](https://hbr.org/2019/05/research-workplace-stigma-around-menopause-is-real))

(5): Menopause and the workplace (<https://www.fawcettsociety.org.uk/Handlers/Download.ashx?IDMF=9672cf45-5f13-4b69-8882-1e5e643ac8a6>)

From products to campaigns, the taboo is being spoken up

Innovations tapping into menopause worldwide

A Modern Menopause Clinic

Receive advice and treatment from menopause specialists within 7 days.

Bia Care: Menopause-focused company extends NHS partnership and expands digital clinic



L’Oréal partnered with period-tracking app Clue to research how the skin is affected by the menstrual cycle



In partnership with Allbright, a club created by women, for women, Vichy hosted Let’s not Pause for two days in May 2021

EXPERIENCE REDEFINING THE
AGE OF DESPAIR
an event by TENA redefining menopause for Arab Women



In Arabic, menopause means “the age of despair”. Tena launched campaign addressing this stigma #DespairNoMore



‘Menopositive’ products for menopausal women debut at US supermarket giant, Target



Avon announce the launch of adapt Sync: a skincare collection for women experiencing menopause and perimenopause

Source: trendwatching.com

From products to campaigns, the taboo is being spoken up

Innovations tapping into menopause worldwide

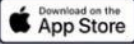


Mind-Skin Rituals for menopause

No7 x Clementine

6 FREE rituals to help menopausal women feel in control of their day & their skin. Simply pair Clementine Hypnotherapy with the new No7 Menopausal range.

Download the Clementine app today to access free rituals



* Do not use hypnotherapy if you have psychosis or certain types of personality disorders. Check with a gp first if you've got a personality disorder

For increasing confidence

For a moment of calm

For preparing to sleep

For when you need focus

For cooling down

For those disrupted nights



Boots No7 Menopause Skincare co-created with over 7,000 menopausal women and dermatologist approved for menopausal skin.

Hair Biology Menopause

WITH YOU THROUGH EVERY LIFE STAGE



Pantene Pro V Hair Biology Menopause: a range to help manage the changes brought about by age and hormone imbalance.**

Source:
*No7 | NEW No7 Menopause Skincare – Boots; ** Menopause Revitalize Care Series | Pantene UK

From products to campaigns, the taboo is being spoken up

As well in the supplements area



Your new regimen is here.

Introducing Daily Balance: a simpler, more powerful gummy for your changing menopause symptoms.

★★★★★

“I didn't even realize that I was experiencing brain fog until these AM gummies relieved me of it!”

SHARON E.

Measure progesterone levels with the inne READER



Phenology: gummies for changing menopause symptoms*

Inne Reader: at-home hormone monitoring system to give an easy, convenient way to measure the progesterone levels with a few drops of saliva.

Source:
* [Homepage | Phenology \(myphenology.com\)](https://myphenology.com/)
The Phenology™ brand is owned by Hologram Sciences, an independent subsidiary of dsm-firmenich.
** <https://estroven.com/>
10 Estroven® is a brand from i-Health, Inc. – a wholly owned subsidiary of dsm-firmenich



Estroven®
MENOPAUSE RELIEF
Pre-Menopause
for Body & Cycle Changes

Did You Know?
Symptoms Can Start 35+

Peri-Menopause Relief for
Healthy Metabolism*
Weight Management*
Lean Muscle Mass*
Hot Flashes*
Night Sweats*

with Black Cohosh & Metabolic Herbal Extract



SCIENCE SAYS...
Meet Our Expert

Dr. Kira Halak
Women's Health Expert, Naturopathic Doctor, and Senior Manager R&D AZO® Products & Estroven® Products

[Learn About Menopause](#)

Estroven® Menopause Relief:** Multi-symptoms and Targeted symptoms relief.
Ex: Pre-Menopause for Body and Cycle changes – “Meet our expert” link

Menopause: The voice of Consumers

Symptoms and effects
on the skin and hair



Skin care consumer survey

Online survey scope and key concerns

600 participants

Self-identified in a menopausal stage

Countries: USA, China and France

Age: 45 to 60 years old

Revealing **5 main concerns** on **skin** experimented by women



And confirming the will to smash the taboo with **their gynecologist** remaining their most trusted advisor



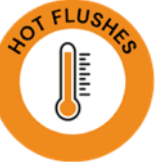
Skin care consumer survey

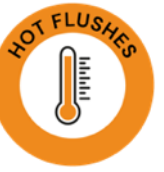
Key take aways

Menopause is a very personal experience and each women experiments and deserves her own skincare solution.

Although we can still underline some key insights:

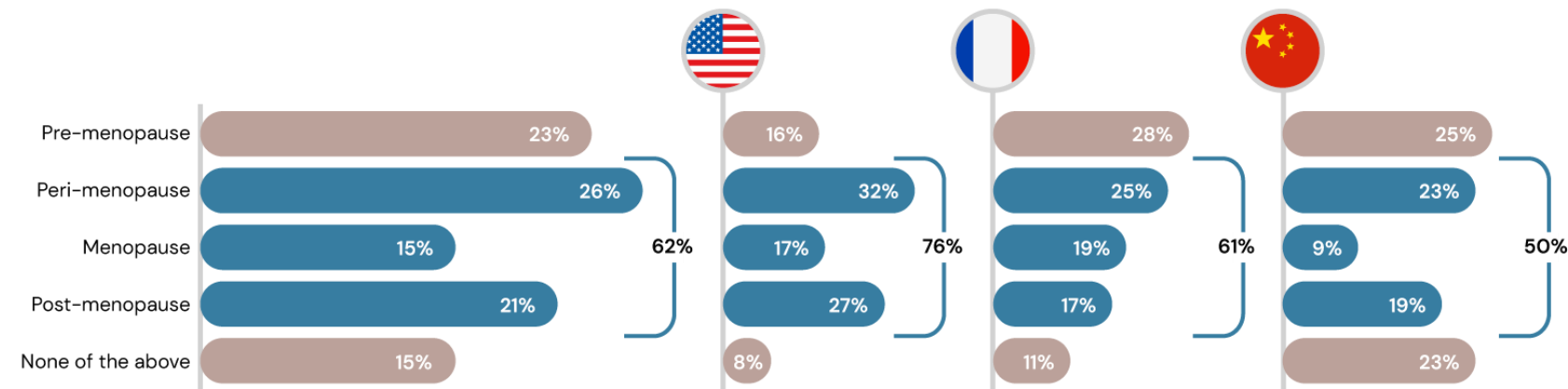
- **Change in skin** is a key symptom experimented during menopause by **60% of women** (Up to 80% in China)
- 58% of consumers experiment **hot flushes** (Top 1 concern in France / 76%)
- Women are **willing to speak** about menopause across the world, their **gynecologist** remaining their first trusted source of information
- Consumers are using **high variety of skincare solutions**, with preference for **moisturizers** (USA) and **aging related solutions** (France and China)
- Regarding menopause-related skin symptoms, **wrinkles and sagging** are top concern in USA and France although secondary in China focusing on **skin pigmentation** and **skin sensitivity**
- **Acne and oily skin** is a concern for specific consumers (15%)



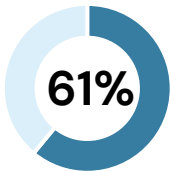


Do you relate to listed menopause symptoms?

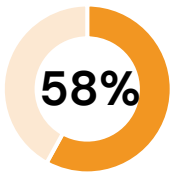
“Changes in Skin” are within Top 3 main perceived symptoms of Menopause globally, with over 60% of women concerned



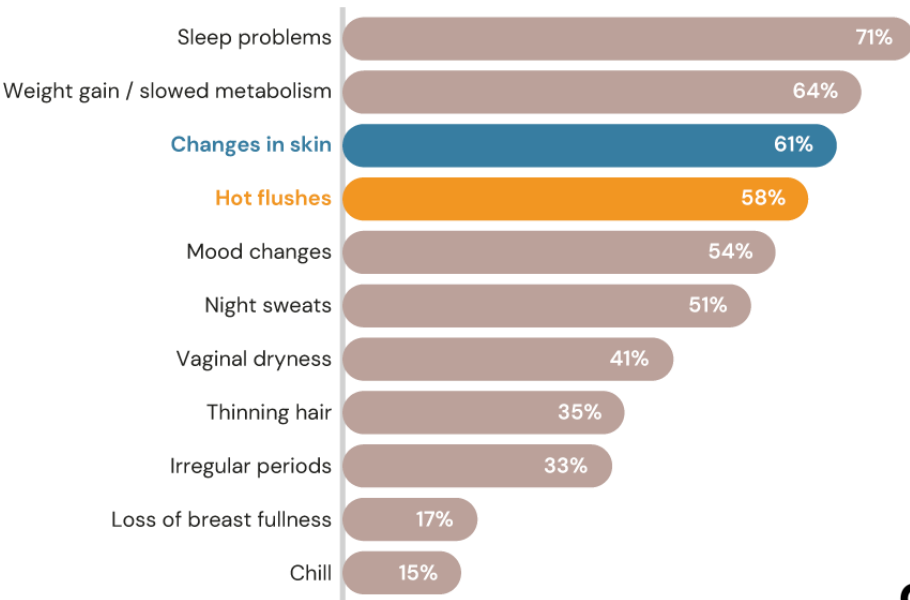
Focusing on the **voice of the 600 participants** self-identified in a menopausal stage



Experimented **changes in skin**
Top 1 concern in China / 80%



Experimented **hot flushes**
Top 1 concern in France / 76%



Who is your go-to person for menopause information?

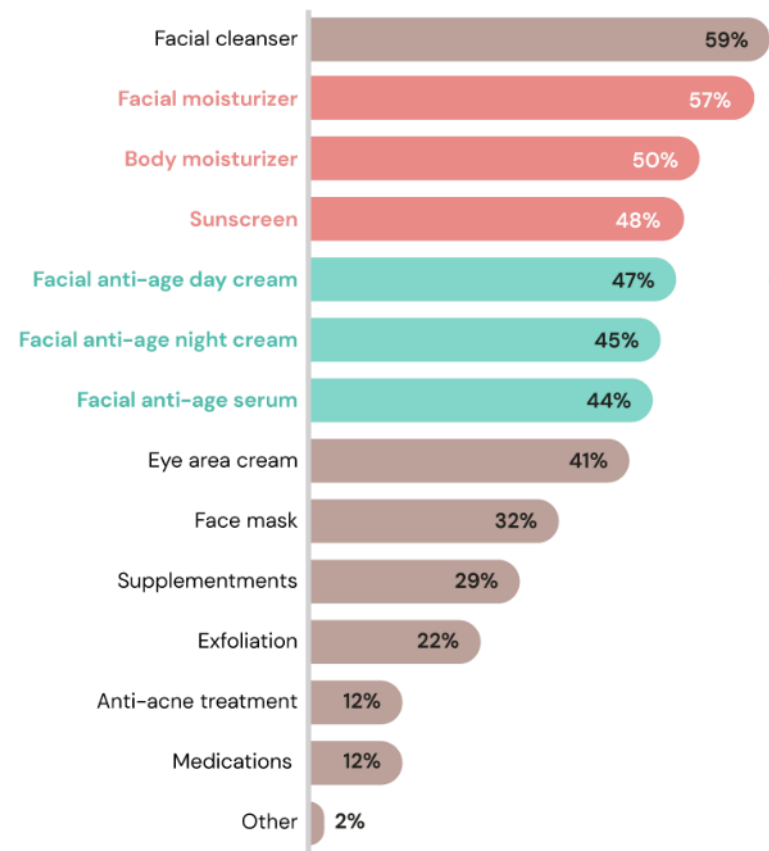
Women are ready to smash the taboo with their most trusted advisor being their gynecologist

Ranking	USA France China			
	Global	USA	France	China
Gynecologist	1	1	1	1
Friends	2	2	2	4
Companion	3	3	4	2
Family members nearby	4	4	3	5
Endocrinologist	5	7	6	3
Communication vehicles (sites, programs...)	6	6	5	10
Nutritionist	7	9	7	7
Dermatologist	8	5	9	6
Brands (sites, social media...)	9	11	8	8
Psychologist	10	10	11	9
Prefer not to talk with others about the topic	11	8	10	12
Influencers or social media pages	12	13	12	11

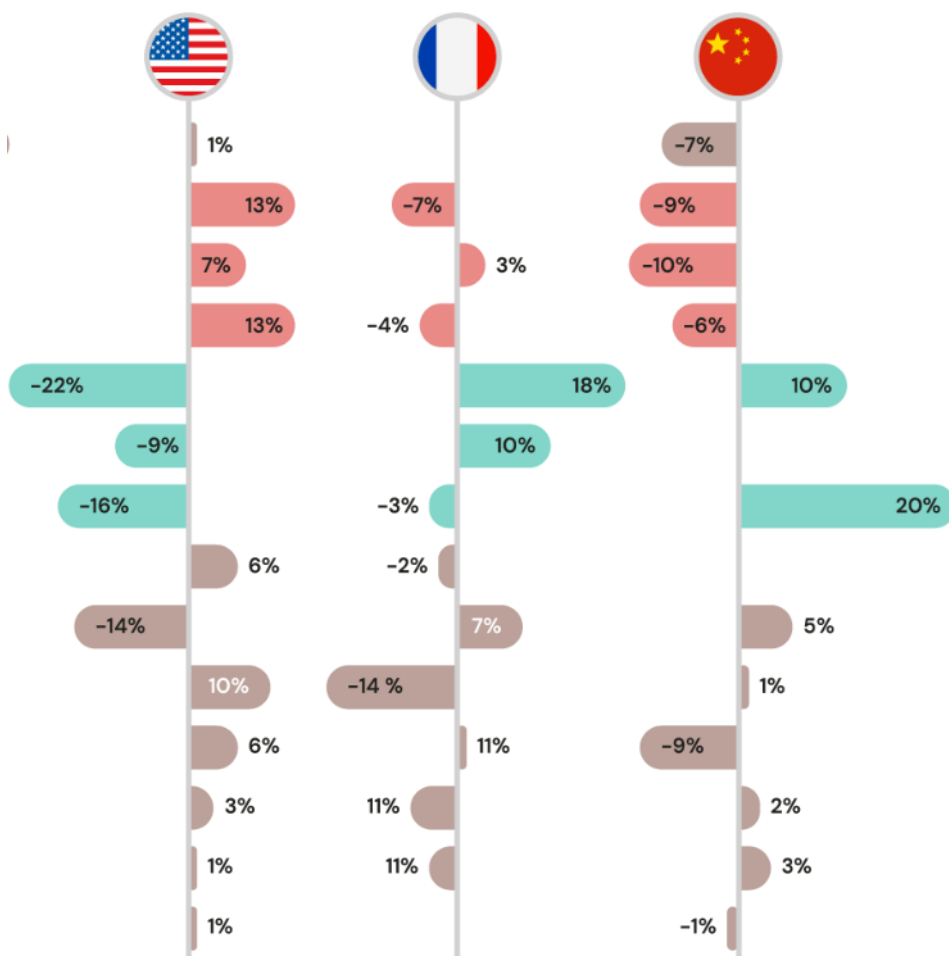


Which products are part of your skincare routine?

Consumers are using high variety of skincare solutions...
...with preference for moisturizers (USA) and aging related solutions (France and China)



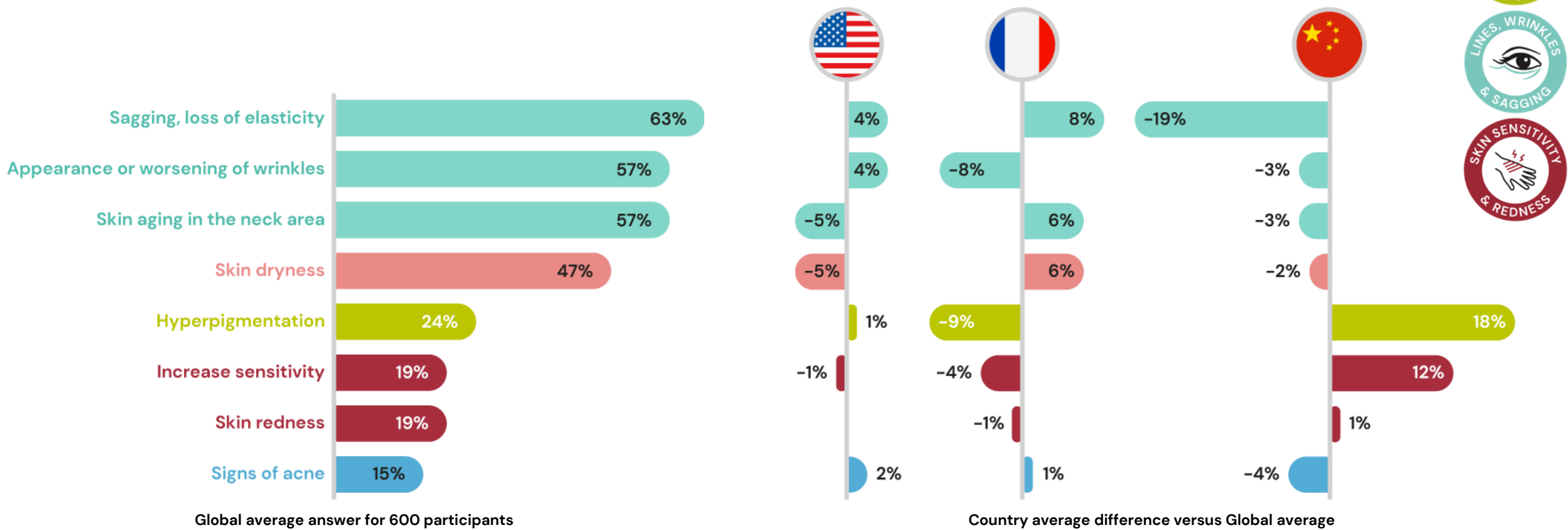
Global average answer for 600 participants



Country average difference versus Global average

Which menopause related skin symptoms bother you?

Wrinkles and sagging are top concern in USA and France ...
... although secondary in China focusing on skin pigmentation and skin sensitivity



Hair Care

Consumer survey

dsm-firmenich Consumer Insights Hub*

113-115 consumers
Countries: Australia, USA, and UK
Age: 45 to 60 years old

Revealing **3 main concerns** on the **hair and scalp** experimented by women



Key partner: **the hairdresser**

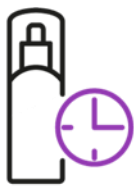
Key dedicated products:



Shampoo



Conditioner



Leave-on treatment

*Q4 2022



Hair care consumer survey

Key take aways

Menopause is a very personal experience and each women experiments and deserves her own hair care solution.

Although we can still underline some key insights:

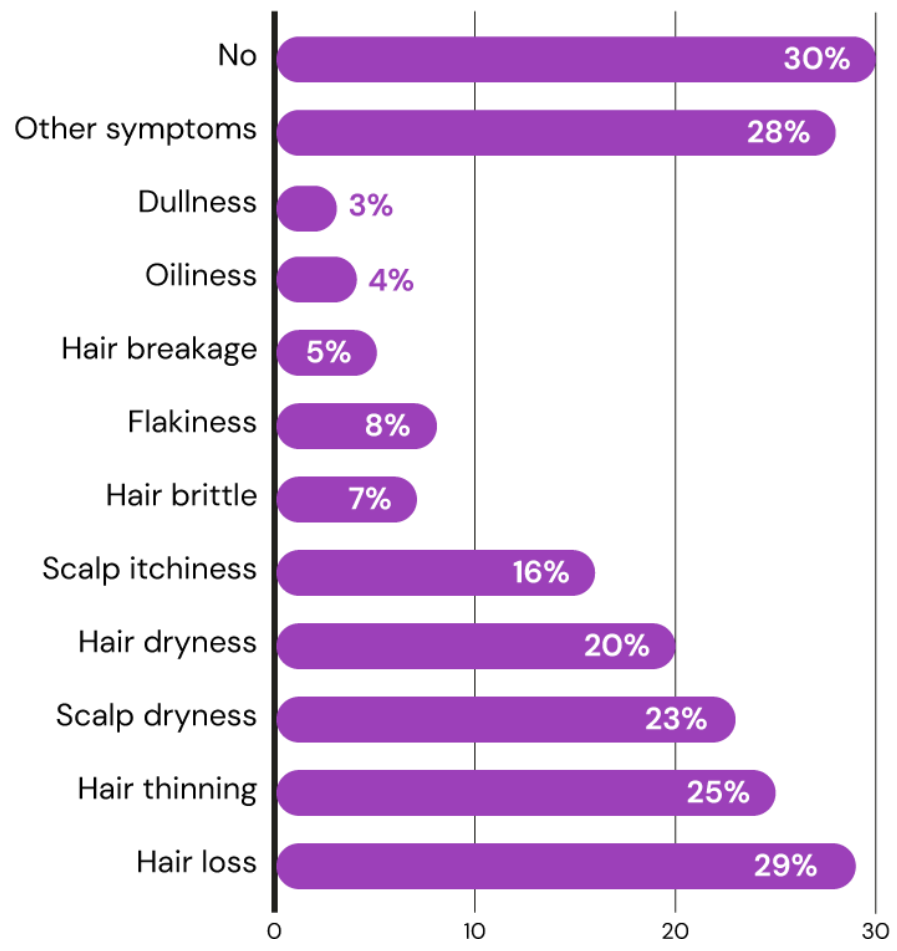
- The **main hair symptoms related to menopause** are **hair loss** for 29% of the consumers* and **hair thinning** (25% of the consumers*) followed by **scalp and hair dryness sensation**.
- The hair concerns related to menopause are very **emotional** and can lead to a **loss of self-confidence and to sadness**.
- **Hairdresser is the most preferred partner to talk to** when it comes to hair and scalp symptoms related to menopause for 43% of the consumers*.
- When consumers experience hair concerns related to menopause, they start to look for **dedicated solutions to their own symptoms**. **Shampoo is the main preferred product** for 58% of the consumers* followed by conditioner and leave-on for the scalp.



* From the dsm-firmenich Consumer Insights Hub survey Q4 2022

Did you notice any scalp and hair symptoms related to menopause?

Hair loss and hair thinning as well as scalp and hair dryness sensation are the main symptoms



My scalp is getting more dried out, getting more dandruff, and my hair is getting brittle.... a load of hair in my brush... My hair is thinning, and my scalp is itchy and irritated all because I'm going through menopause.

Staci, 49

I've definitely noticed some scalp and hair issues related to

Experienced hair loss

Experienced hair thinning

Experienced scalp dryness

Experienced 'hair dryness' sensation



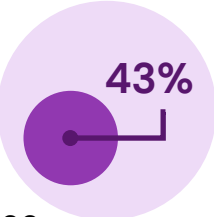
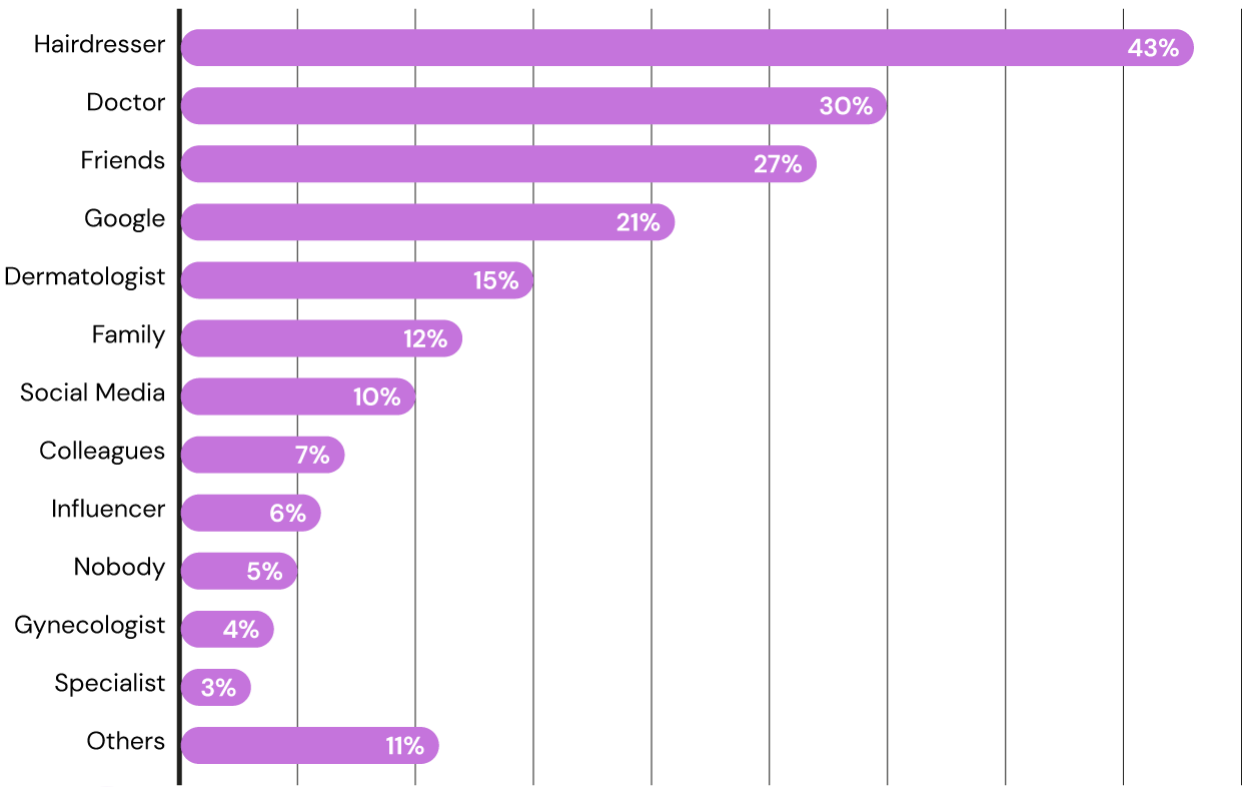
If thinning hair is one of your symptoms, could you explain us more what it means for you?

The hair physical symptoms related to Menopause also lead to a loss of self-confidence and to sadness.



Who is the most trusted source of information that you talk to when it comes to hair/scalp symptoms due to menopause?

Hairdresser, doctor and friends play a key role

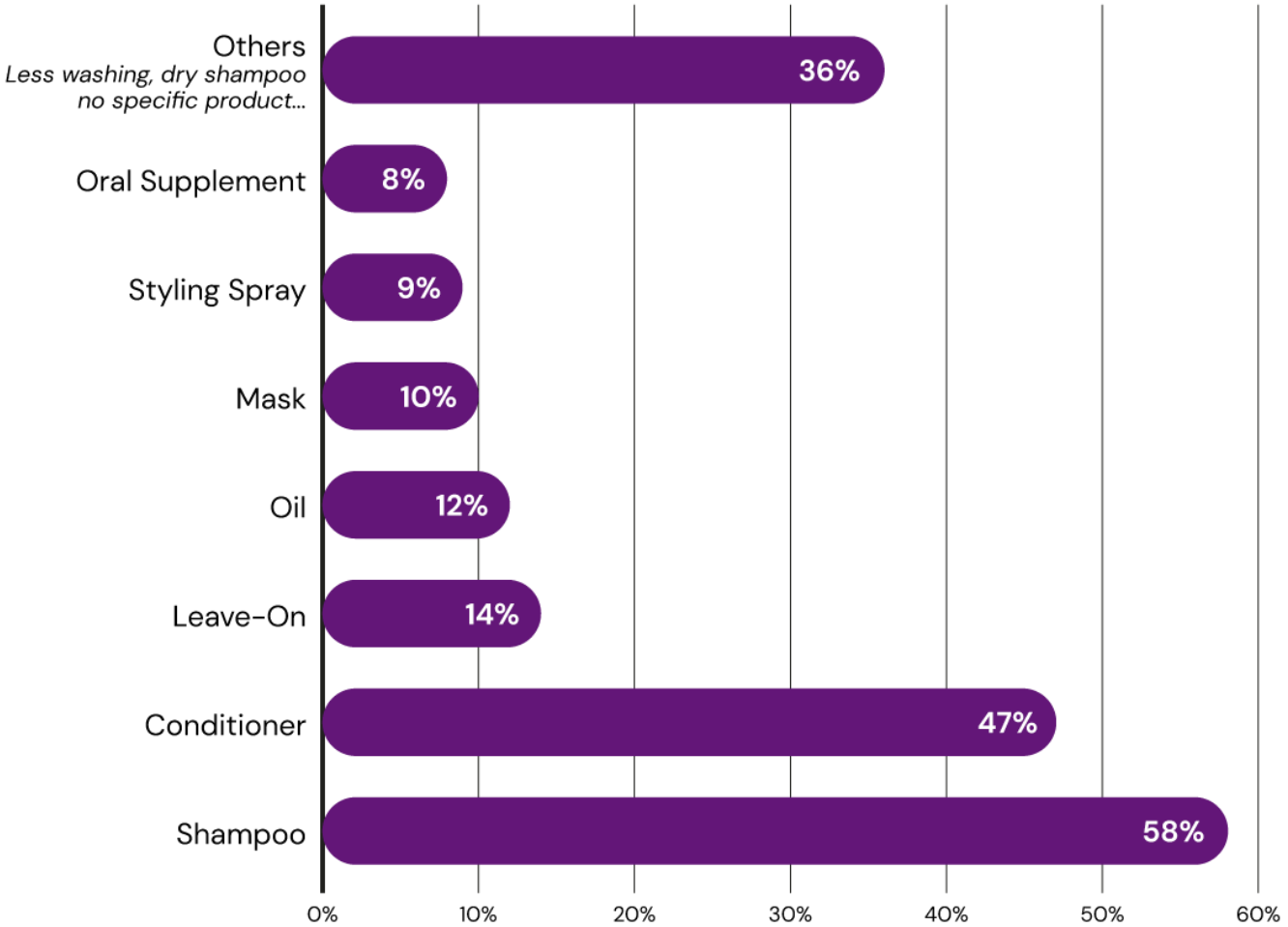


of the consumers in our panel test will **talk to their hairdresser about their hair menopause symptoms** and will consider them a trusted source of information



What type of hair/scalp care products do you prefer to use to tackle the menopause effects?

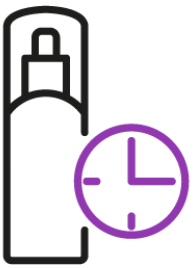
Dedicated shampoo and conditioners are the main preferred products followed by an additional special treatment like leave-on, oil or mask..



I'd just use maybe a shampoo and a conditioner; I always find that starting at the beginning will help.



I use a topical hair loss liquid serum that I applied directly onto my head, my scalp.



I do think it's a good idea to use products that are meant for menopausal hair.

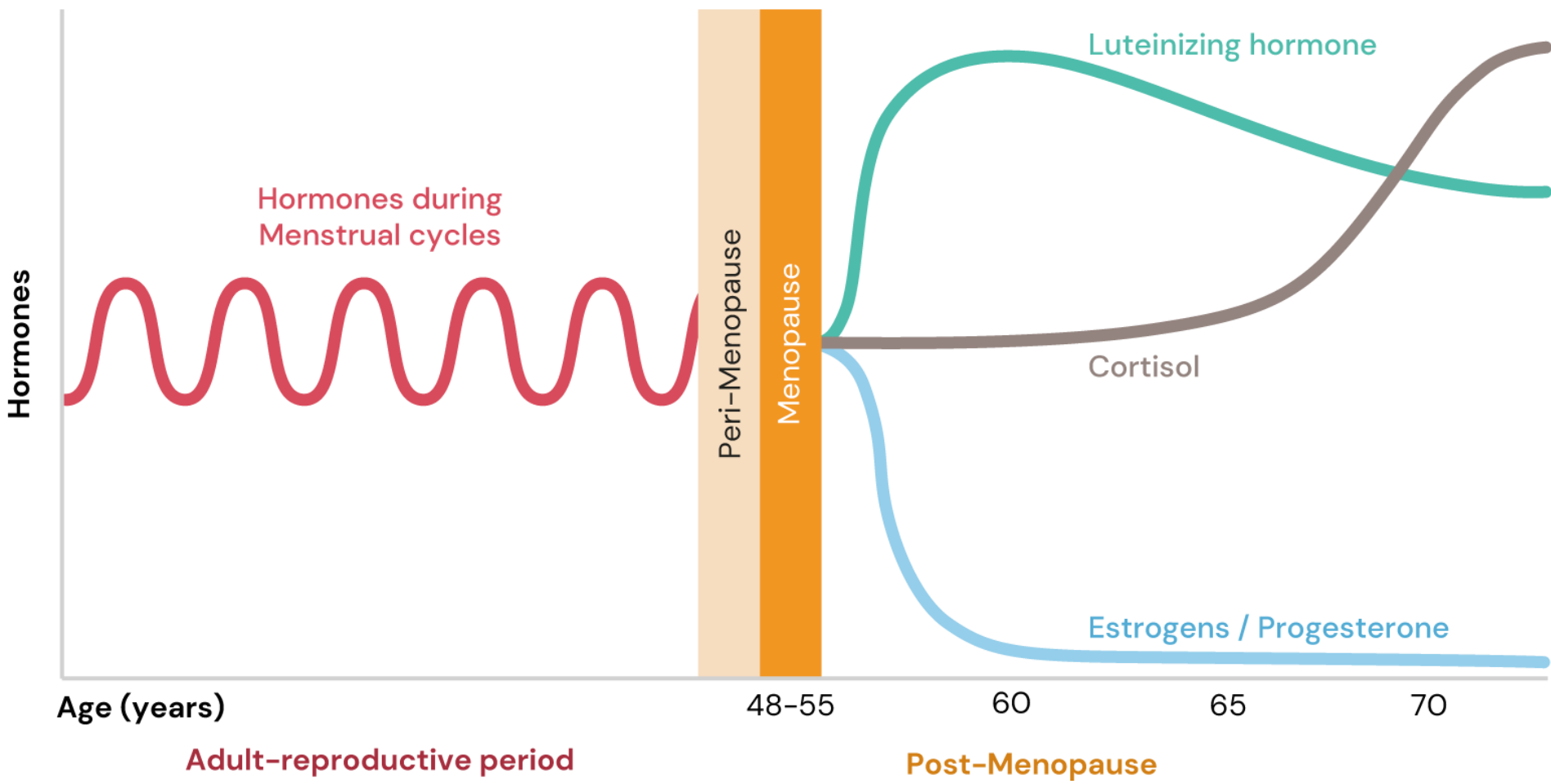
The science behind Menopause:

Symptoms and effects
on the skin and hair



Menopause: Hormonal Changes

Natural loss of Estrogens and Progesterone, and in increase in Cortisol



The drop in **Estrogen and Progesterone** levels, in addition to high **Cortisol** levels, lead to important changes in the body.

Menopause: Symptoms and effects on the skin and hair

The natural loss of estrogen and progesterone, and an increase in cortisol during the menopause has an effect on skin and hair cell function leading to visible signs of aging.

Thinning scalp hair

Hair grows slower and becomes thinner due to increased hair fall. Hair becomes to look drier, too. On the opposite, there may be an increase in facial hair due to menopause.



Wrinkles and age spots

Due to age & lower estrogen levels:

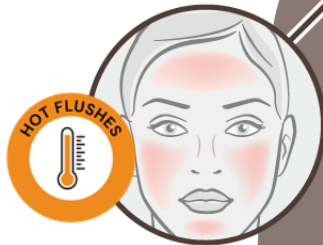
Collagen synthesis is reduced. Collagen and elastin levels decrease about 30% in the first five years of menopause. Skin also loses elasticity.

Overall melanin synthesis is reduced making its transfer to skin cells less efficient ultimately leading to uneven complexion and age spots.



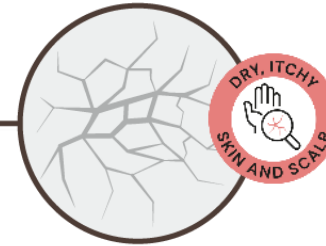
Hot flushes

Can go along with heavy sweating. They can lead to sleepless nights. Lack of sleep hampers the skin's ability to repair itself.



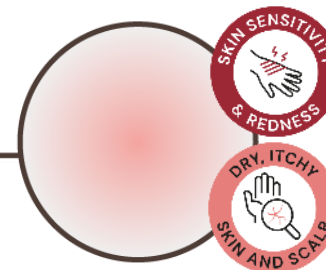
Dry skin and scalp

Thinning of the skin and impaired barrier. Hyaluronic acid levels also decrease. Skin becomes visibly drier. The main symptom of menopause skin. Consumers can also experience dry scalp.*



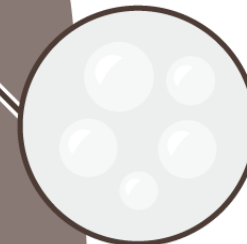
Itchy or red skin and scalp

Due to hormonal changes and becoming drier, skin gets itchy and slightly inflamed leading to skin redness. Consumers can also experience itchy scalp.*



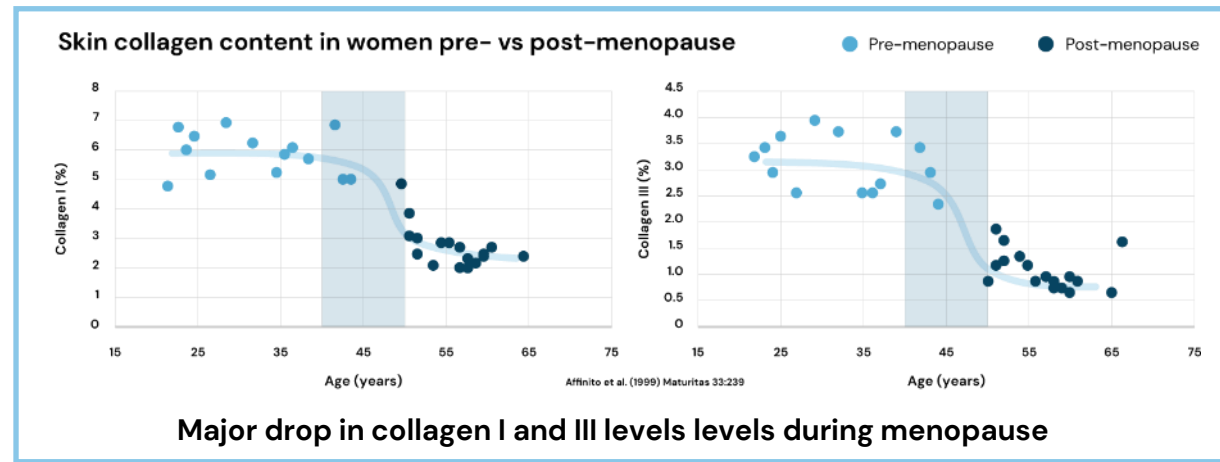
Oily skin

Some women experience oily skin and acne breakouts. This is due to decreased estrogen levels unmasking testosterone.



Menopause

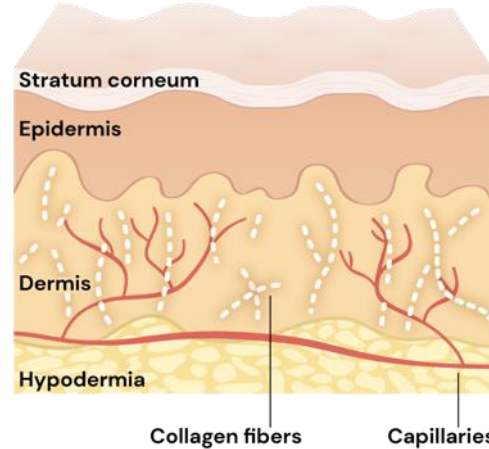
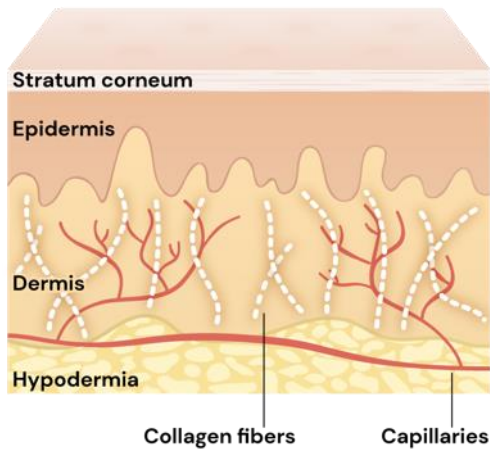
Focus on skin changes



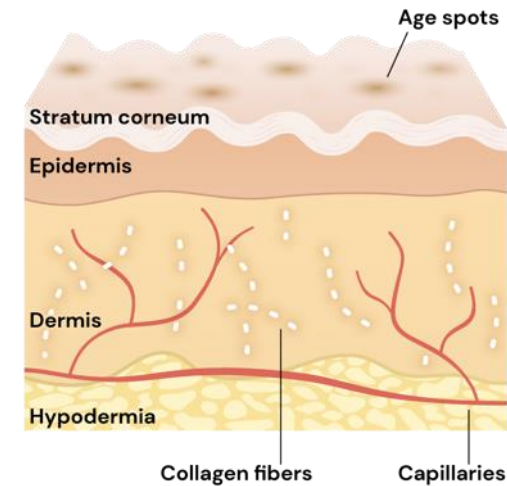
20s

40s (pre-menopause)

50s+ (post-menopause)



Up to our 40s, signs of collagen and elastin degradation become visible. **Environmental stressors** take their toll, we see the first appearance of **fine lines** and skin starts showing an **uneven tone**.



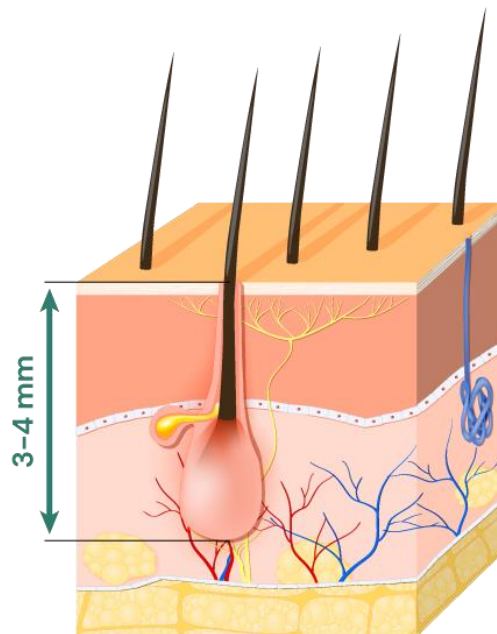
In our 50s and beyond, **skin becomes even thinner**. Hormonal decline such as in **menopause** takes its toll drastically on the skin. Collagen is now significantly degraded; **deep wrinkles** and **age spots** form and **skin loses water and becomes dry**. Skin microbial composition does change, too.



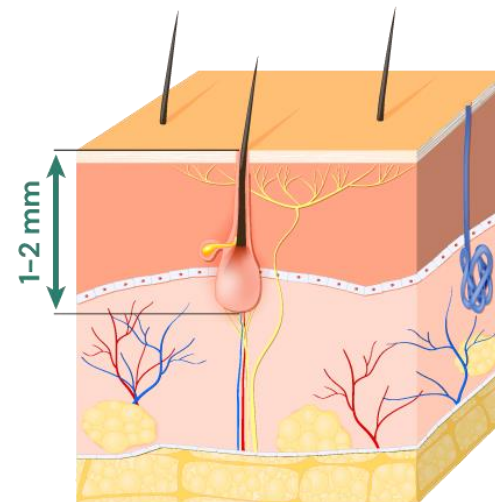
Menopause

Focus on hair changes

During the menopause, hair grows slower and becomes thinner due to increased hair fall. Woman can experience as well dry and itchy scalp.



Normal hair follicle



Small hair follicle
resulting in baldness

Menopause

Follicles continue
to shrink leaving hair
thinner and thinner



Where consumer's voice meets the science

Main Skin and Hair menopause concerns

We recognize that menopause is a transformative stage that brings about changes in both body and mind, and we are here to support and empower women every step of the way.

By tackling possible skin, scalp and hair discomforts, we seek to encourage women to embrace their beauty and celebrate their individuality.



Introducing **Wonder You**, a palette of solutions designed exclusively for menopausal women, understanding and embracing their unique emotional, skin and hair journey.

WONDER YOU

MENOPAUSE BEAUTYCARE

dsm-firmenich 

WONDER YOU

MENOPAUSE BEAUTYCARE

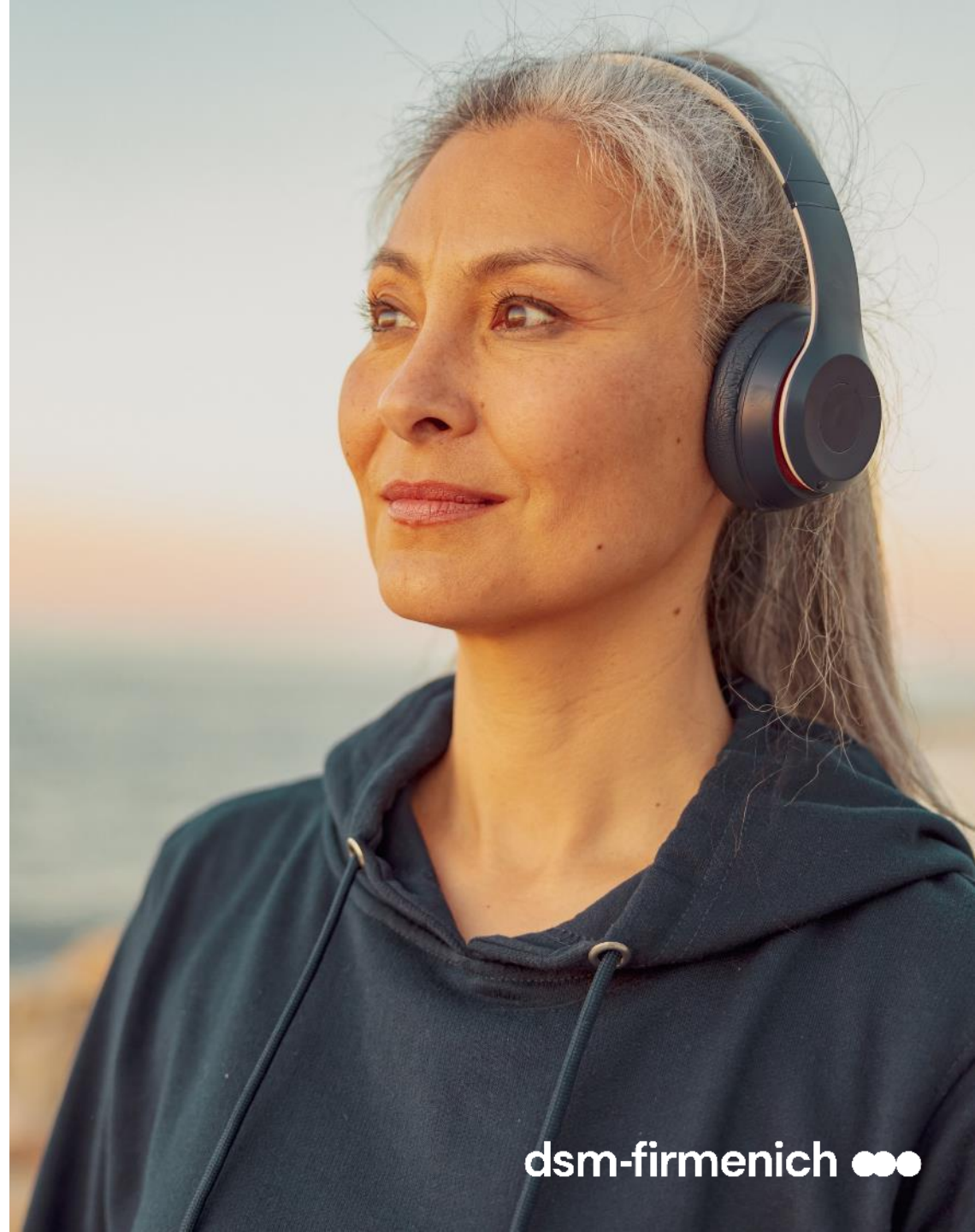
So many stages, so many changes ...

The passing of the years brings many challenges, but it also brings one thing that makes all the difference: Maturity to deal with all that comes ahead.

That is why menopause goes far beyond from being another phase of physical transformation, to become one of the best chapters of women's lives.

Introducing **Wonder You**, a pallet of solutions designed with an exclusive combination of technological assets backed by skin & hair science.

dsm-firmenich has developed innovative solutions helping to better deal with the effects of menopause on skin and hair and empowering you to embrace everything that makes you a unique woman.



It's time
to live
your BEST

WONDER YOU

MENOPAUSE BEAUTYCARE



FACIAL LINE

CAPILLARY LINE

dsm-firmenich 

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WONDER YOU

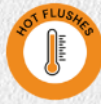
MENOPAUSE BEAUTYCARE



Formula	Highlighted Ingredients	Claim	Formulation helping to better deal with...
DAY CARE CREAM SPF 50	BEL-EVEN® Niacinamide PC	Improves collagen levels and rebalances the skin's cortisol level	
MERINGUE NIGHT CREAM	SYN-UP® Niacinamide PC	Increases skin resilience by reducing sensitivity to daily stressors	
SOOTHING POLAR CREAM	Vitamin B12 cryst	Delivers an immediate cooling and a long-lasting soothing and hydrating effect	
IN&ON WRINKLE FILLER SERUM	3 molecular weights HYA-ACT™ Vitamin B12 cryst	Plumps tired skin and delivers intense hydration	
2IN1 MILKY LOTION ON-THE-GO	PEPHA®-TIGHT CB PEPHA®-CTIVE CB	Remodels and firms neck and face contours	
HAIR & SCALP CARE SHAMPOO	ALPAFLOR® EDELWEISS CB PENTAVITIN®	Helps to improve hair density and scalp moisturization	
HAIR & SCALP CARE CONDITIONER	BeauPlex® VH PENTAVITIN®	Helps to improve hair density and scalp moisturization	
SCALP SERUM	ALPAFLOR® EDELWEISS CB BeauPlex® VH	Helps to improve hair density	

WONDER YOU

MENOPAUSE BEAUTYCARE



Ingredients helping to better deal with...	DRY, ITCHY SKIN AND SCALP	AGE SPOTS SKIN TONE	LINES, WRINKLES & SAGGING	SKIN SENSITIVITY & REDNESS	HAIR THINNING	HAIR LOSS
BEL-EVEN®						
Niacinamide PC						
SYN-UP®						
Vitamin B12 cryst						
HYA-ACT™						
PEPHA®-TIGHT CB						
PEPHA®-CTIVE CB						
ALPAFLOR® EDELWEISS CB						
PENTAVITIN®						
BeauPlex® VH						

WONDER YOU

MENOPAUSE BEAUTYCARE

DAY CARE CREAM SPF 50

with BEL-EVEN® and Niacinamide PC

Eco Class B



During menopause, the increase in cortisol impacts skin cell functions leading to visible signs of aging and lower skin resilience to daily stress factors.

The **Wonder You Day Care Cream SPF 50** provides a complete holistic solution for your daily protection.

It combines **BEL-EVEN®** technology that will rebalance your skin's cortisol level and improve collagen levels for a firmer and strengthened skin along with the powerhouse Vitamin B3 (**Niacinamide PC**) for a flawless, resilient skin.

This daily cream **SPF 50** also provides a high solar protection for your daily exposure.



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DAY CARE CREAM SPF 50



SK-E-102455-1

PHASE	INGREDIENTS	INCI NAME	% W / W
A	PARSOL® EHS UVA-sorb HEB	ETHYLHEXYL SALICYLATE DIETHYLHEXYL BUTAMIDO TRIAZONE	5,00 1,80
B	Cetiol® B Tegosoft XC MB Finsolv® TN Eldew SL-205 MIGLYOL® Coco 810 Xiameter PMX-200 Sil Fluid 100 CS PARSOL® EHT PARSOL® 1789 PARSOL® Shield AMPHISOL® K TEGO CARE PBS 6 MB VALVANCE® Touch 210 Dermosoft® Octiol Lanette® 18	DIBUTYL ADIPATE PHENOXYETHYL CAPRYLATE C12-15 ALKYL BENZOATE ISOPROPYL LAUROYL SARCOSEINATE COCO-CAPRYLATE/CAPRATE DIMETHICONE ETHYLHEXYL TRIAZONE BUTYL METHOXYDIBENZOYL METHANE BIS-ETHYLHEXYLOXYPHENOL METHOXYPHENYL TRIAZINE POTASSIUM CETYL PHOSPHATE POLYGLYCERYL-6 STEARATE, POLYGLYCERYL-6 BEHENATE SILICA CAPRYLYL GLYCOL STEARYL ALCOHOL	7,00 4,00 4,00 2,00 1,00 1,00 2,90 4,50 2,50 1,80 3,00 1,00 0,50 1,50
C	Water Dem Dermofeel® PA-3 Niacinamide PC Sensiva SC 50	AQUA SODIUM PHYTATE, AQUA, ALCOHOL NIACINAMIDE ETHYLHEXYLGLYCERIN	33,05 0,10 1,00 0,50
D	Sucrathix VX SEPIMAX ZEN™ Cosphaderm® Pentiol natural HYA-ACT™ XS Propanediol	MICROCRYSTALLINE CELLULOSE, CELLULOSE GUM, XANTHAN GUM POLYACRYLATE CROSSPOLYMER-6 PENTYLENE GLYCOL HYDROLYZED HYALURONIC ACID PROPANEDIOL	1,50 0,25 3,00 0,05 2,00
E	Water Dem PARSOL® HS Sodium Hydroxide Pellets Emprove	AQUA PHENYLBENZIMIDAZOLE SULFONIC ACID SODIUM HYDROXIDE	10,00 1,50 0,40
F	PARSOL® Max	METHYLENE BIS-BENZOTRIAZOLYL TETRAMETHYLBUTYLPHENOL, AQUA, DECYL GLUCOSIDE, PROPYLENE GLYCOL, XANTHAN GUM	2,00
G	BEL-EVEN®	BIPHENYL AZEPANYL METHANONE, PROPANEDIOL	1,00
H	PARFUM	PARFUM	0,15

Technical Data

pH: 7.4 Viscosity (spindle 4 / 10 rpm): 8000 mPa.s In vivo SPF according to ISO 24444

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BEL-EVEN®

Key benefits to help better deal with the effects of the menopause on skin

BEL-EVEN® is a patented low molecular weight synthetic molecule, produced in a sustainable way.

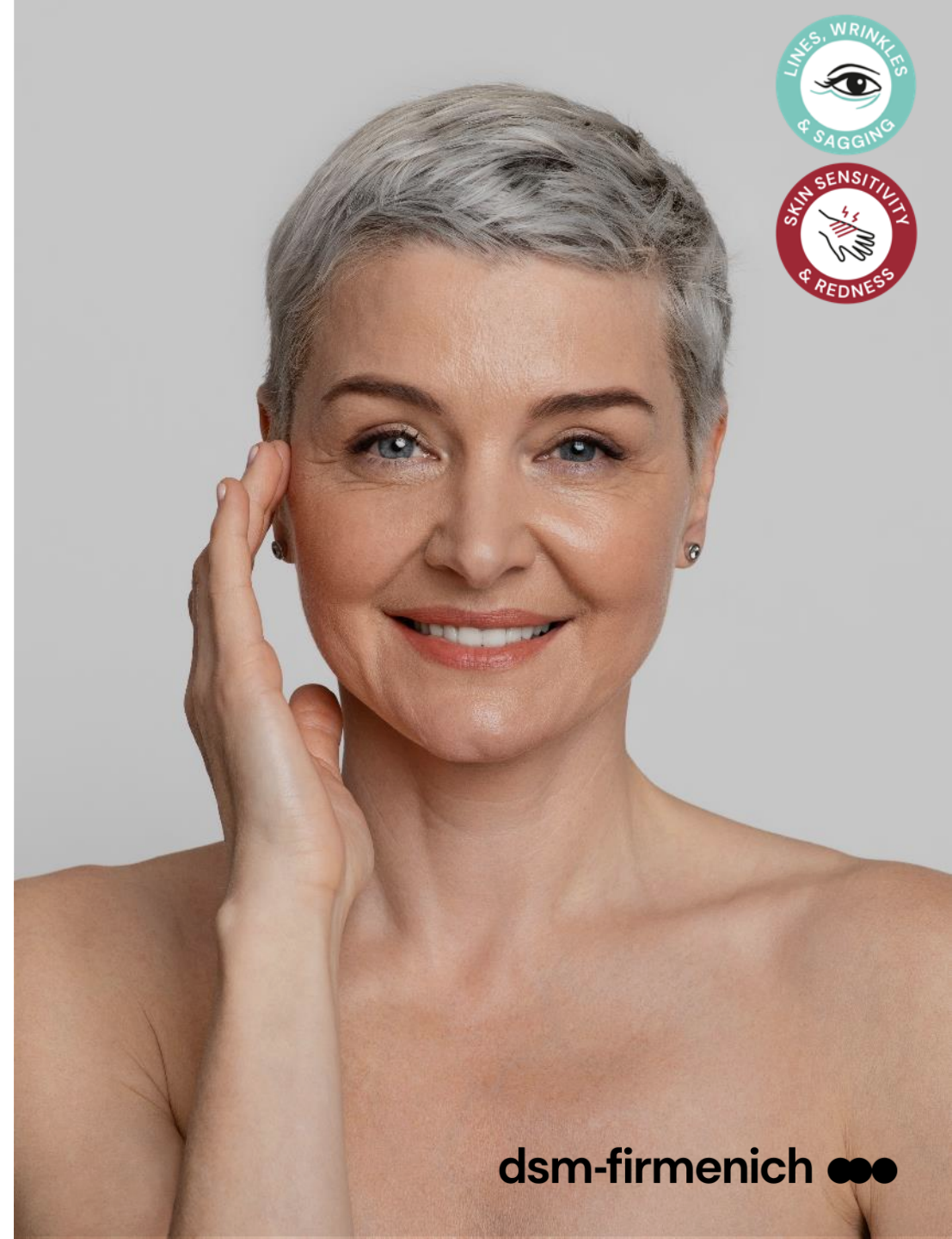
Skin Cortisol levels regulation – Inhibits conversion of cortisone into cortisol rebalancing Cortisol levels*

Stress negative impact prevention

- Prevents from UV-induced Collagen degradation**
- Prevents from Cortisol induced Collagen degradation**
- Visibly relieves the premature signs of stress-induced skin ageing***

Firming and smoothing

- Significantly improves skin elasticity and strengthens skin barrier functionality***
- Visibly relieves the premature signs of stress-induced skin ageing***



BEL-EVEN®

Future-proof your skin from the effects of daily stress

INCI NAME	Propanediol (and) Biphenyl Azepanyl Methanone	
DESCRIPTION	- Patented low molecular weight synthetic molecule, produced in a sustainable way - Visualized with molecular modelling BEL-EVEN® reversibly inhibits 11β-HSD1 that builds cortisol in skin.	
KEY BENEFITS	- Rebalances the negative impact of daily stress on skin - Prevents from UV- and Cortisol induced Collagen degradation - Visibly relieves the premature signs of stress-induced skin ageing - Significantly improves skin elasticity and strengthens skin barrier functionality - Visible effects on the reduction of wrinkles	
TECHNICAL	Form: Liquid Use level: 1% pH of use: 3,5 – 7,5 Preservative: Free Solubility: Miscible in water	
REGISTRATION CERTIFICATION	  	



Niacinamide PC

Key benefits to help better deal with the effects of the menopause on skin

Vitamin B3 cosmetic grade guaranteed to contain max 100 ppm residual nicotinic acid, making it exceptionally well tolerated. Fully raw material backward integrated (Intermediate picoline from natural origin)

Skin Resilience – Strengthens skin barrier, stimulates ceramides and lipids in stratum corneum***, increases hydration***

Environmental stress protection

- Protection from urban pollutants damage * & **
- Helps protect from UV and blue light damage* & ***

Even skin tone – Rebalances uneven skin tone ** & ***

Lines and wrinkles improvement

- Stimulates collagen synthesis*
- Improves the appearance of lines, wrinkles and skin elasticity***



Niacinamide PC

For flawless, resilient skin and a radiant complexion



INCI NAME	Niacinamide	
DESCRIPTION	Niacinamide PC (Vitamin B3) is a special cosmetic proprietary grade of DSM, which has a low guaranteed level of residual nicotinic acid to address any concerns about unpleasant skin sensations.	
KEY BENEFITS	• For flawless, resilient skin and a radiant complexion • Helps protect from UV and blue light damage • Helps protect from urban pollutants damage • Skin is more resilient to external damage + reduced skin sensitivity • Rebalances uneven skin tone • Reduces the appearance of lines and wrinkles • Prevents UV-induced ATP decline	
TECHNICAL	Form: Powder Use level: 1 to 10% pH of use: 4,0– 8,0 Preservative: Free Solubility: Soluble in water	

REGISTRATION CERTIFICATION

Quality for Life™ seal that guarantees the highest standards for Quality, Reliability, Traceability, and Sustainability.



WONDER YOU

MENOPAUSE BEAUTYCARE

MERINGUE NIGHT CREAM

with SYN-UP® and Niacinamide PC

96,8% natural origin ISO 16128

Going through your menopause journey, you and your skin also deserves pampering moments to build resilience against the challenges of the day ahead.

We invite you to a recovering gourmet experience with the **Wonder You Meringue Night Cream** that will leave you with a unique feeling of comfort and wellbeing.

This lush cream will restore and build your skin resilience thanks to the selected combination of a peptide (**SYN-UP®**) and a vitamin (**Niacinamide PC**) that will strengthen your skin's barriers, making it more resilient while preparing your skin against daily stressors like UV rays, pollution and chemicals.



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MERINGUE NIGHT CREAM

SK-E-102019-27

PHASE	INGREDIENTS	INCI NAME	% W / W
A	Water Dem	AQUA	67,35
	Dermosoft® Octiol	CAPRYLYL GLYCOL	0,50
	STRUCTURE® XL	HYDROXYPROPYL STARCH PHOSPHATE	3,00
B	Propanediol	PROPANEDIOL	5,00
	Keltrol® CG-T	XANTHAN GUM	0,30
C	Olivem® 1000 MB	CETEARYL OLIVATE, SORBITAN OLIVATE	5,00
	Cetiol® LC	COCO-CAPRYLATE/CAPRATE	5,00
	Cosphaderm® Feel	TRIHEPTANOIN	5,00
	Cutina® FS 45	STEARIC ACID, PALMITIC ACID	0,75
	Dermosoft® GMCY MB	GLYCERYL CAPRYLATE	0,25
	DL-alpha-Tocopheryl Acetate	TOCOPHERYL ACETATE	0,50
	Mixed Tocopherols 95	TOCOPHEROL	0,10
D	Water Dem	AQUA	3,00
	SYN-UP®	AMIDINO BENZYL BENZYL SULFONYL D-SERYL	1,00
		HOMOPHENYLALANINAMIDE ACETATE, GLYCERIN, AQUA,	
		CITRIC ACID	
	D-Panthenol 75 L	PANTHENOL, AQUA	1,00
	Niacinamide PC	NIACINAMIDE	1,00
	ALPAFLOR® EDELWEISS CB	LEONTOPIDIUM ALPINUM FLOWER/LEAF EXTRACT,	1,00
		GLYCERIN, AQUA, CITRIC ACID	
E	PARFUM	PARFUM	0,25

Technical Data

pH: 5.5 Viscosity (spindle RV-5 / 10 rpm): 31480 mPa.s

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SYN-UP®

Key benefits to help better deal with the effects of the menopause on skin

The smart dipeptide to long term healthy & youthful looking skin. Unlock skin's longevity thanks to one biological target (Plasmin) to drive improvement across all skin layers

Promotes healthy-looking skin*** – Inhibits Plasmin and Urokinase* activities and balancing key bacteria S. Aureus* and S. Epidermidis***

Reduces skin sensitivity* and redness** – Modulates MMP 9, CXCL5 and IL-8 activities*

Increases skin barrier functionality

- Up-regulation of Transglutaminase 1 (TGase1)*
- Visible improvement of dry skin conditions***

Smooth and firm the skin*** – Prevents degradation of type IV Collagen** and by stimulating type I Collagen*



SYN-UP®

Unlock your skin's longevity

INCI NAME	Glycerin (and) Aqua (and) Amidinobenzyl Benzylsulfonyl D-Seryl Homophenylalaninamide Acetate			
DESCRIPTION	- Low-molecular-weight dipeptide derivative, made by cutting-edge technology based on two amino acids D-Serine and Homophenylalanine - Artificial intelligence (AI) and molecular modelling approach provides accurate prediction of the mode of action			
KEY BENEFITS	- Promotes healthy-looking skin for longer by inhibiting Plasmin activities and by interacting with the skin microbiome - Makes the skin more resilient against stress attacks day- by- day - Real, significant prevention of dry skin conditions - Reduces redness and unpleasant skin sensations - Helps to smooth and firm the skin			
TECHNICAL	Form: Liquid Use level: 1%	pH of use: 3,0–7,5 Preservative: Free	Solubility: Water soluble	
REGISTRATION CERTIFICATION	  			



* SYN-UP® is now allowed to be used in skincare formulations in the China market with its successful notification as a New Cosmetic Ingredient (NCI) under the country's new cosmetic legislation

WONDER YOU

MENOPAUSE BEAUTYCARE

SOOTHING POLAR CREAM

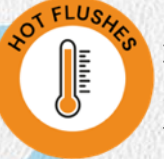
with Vitamin B12 cryst

89,8% natural origin ISO 16128

While maturity helps you navigate through the changes of menopause, hot flushes and an enhanced skin sensitivity might generate uncontrollable visible skin redness.

The **Wonder You Soothing Polar Cream** is a precious ally with its innovative trendy pink texture providing its efficacy along with an immediate cooling effect..

Also bringing you a long-lasting effect, thanks to the pink **Vitamin B12 cryst** helping to soothe and hydrate dry, itchy, irritated, and cracked skin.



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SOOTHING SOFT POLAR CREAM

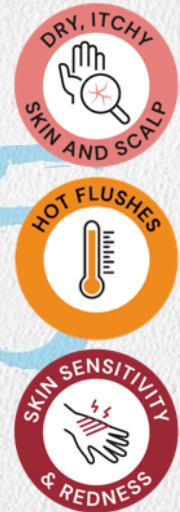
SK-E-101731-9

PHASE	INGREDIENTS	INCI NAME	% W / W
A	Water Dem	AQUA	42,46
	SODIUM GLUCONATE GRANULAR	SODIUM GLUCONATE	0,20
	Biomer	POTATO STARCH MODIFIED	0,50
	Propanediol	PROPANEDIOL	30,00
	Dermosoft® Octiol	CAPRYLYL GLYCOL	0,20
B	TEGO® CARE 450 MB	POLYGLYCERYL-3 METHYLGLUCOSE DISTEARATE	3,00
	TEGIN® M Pellets MB	GLYCERYL STEARATE	2,00
	Lanette® 18	STEARYL ALCOHOL	1,00
	Cetiol® 868	ETHYLHEXYL STEARATE	7,00
	Cetiol® SN	CETEARYL ISONONANOATE	7,00
	ARGAN OIL	ARGANIA SPINOSA KERNEL OIL	0,50
	Xiameter PMX-200 Sil Fluid 100 CS	DIMETHICONE	2,00
	AMPHISOL® K	POTASSIUM CETYL PHOSPHATE	0,50
C	D-Panthenol 75 L	PANTHENOL, AQUA	3,00
	Vitamin B12 cryst Food Grade	CYANOCOBALAMIN	0,01
	PARFUM	PARFUM	0,50
D	Citric Acid 10% Solution	CITRIC ACID, AQUA	0,13

Technical Data

pH: 5.8 Viscosity (spindle RV-5 / 10 rpm): 26600 mPa.s

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Vitamin B12 cryst

Key benefits to help better deal with the effects of the menopause on skin

Biotech naturally derived pink vitamin. Cobalamin is one of the most complex vitamin, with Cobalt structure

Relieves sensitive and stressed skin

- **Prevents inflammation****: significant and strong reduction of inflammasome and inflammatory cytokines such IL1- β
- Epigenetic regulation of inflammasome: over-expression by 61% of miR-22-3p with vitamin B12 at 0.01% leads to a **reduction of inflammasome****
- Significant reduction of Mast cell degranulation by 27%, **drops the histamine release***

Relieves dermatological skin conditions (itchy, dry, inflamed, red and cracked skin) – Active on atopic dermatitis, reducing erythema and pruritus***

Maintains healthy skin microbiome – Reducing pathogenic *S. aureus* vs beneficial bacteria*



Vitamin B12 cryst

The biotech pink vitamin for sensitive and stressed skin



INCI NAME	>	Cyanocobalamin	>	
DESCRIPTION	>	Vitamin B12 is made by non-GMO bacterial fermentation	>	
KEY BENEFITS	>	• Relieves sensitive and stressed skin Helps prevent photo-damaged skin • Protects the skin barrier damage induced by inflammation • Maintains healthy skin microbiome • Skin looks more vibrant	>	
TECHNICAL	>	Form: Powder Use level: 0,001–0,5%	pH of use: 3,5–7,5 Preservative: Free	Solubility: In water > 

REGISTRATION CERTIFICATION









>





WONDER YOU

MENOPAUSE BEAUTYCARE

IN&ON WRINKLE FILLER SERUM

with 3 molecular weights HYA-ACT™ and Vitamin B12 cryst

99,2% natural origin ISO 16128

As you go through menopause, the hyaluronic acid within your skin will deplete and enhance moisture depletion, loss in elasticity and appearance of fine lines and wrinkles.

Bringing you the ultimate beauty boost **IN&ON WRINKLE FILLER SERUM**, hyaluronic acid concentrate that will melt into your skin with a subtle sheen and a vibrant pink color.

This serum contains a highly concentrated, well-balanced mix of **HYA-ACT™ M**, **HYA-ACT™ S** and **HYA-ACT™ XS** working to plump fine wrinkles and provide intense and immediate hydration.

This serum is boosted with the pink **Vitamin B12 cryst** to soothe and hydrate dry & itchy skin.



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IN&ON WRINKLE FILLER SERUM

SK-E-101690-14

PHASE	INGREDIENTS	INCI NAME	% W / W
A	Water Dem	AQUA	88,78
	SODIUM GLUCONATE GRANULAR	SODIUM GLUCONATE	0,20
	Dermosoft® Octiol	CAPRYLYL GLYCOL	0,20
	Eumulgin CO 60	PEG-60 HYDROGENATED CASTOR OIL	0,30
B	Propanediol	PROPANEDIOL	3,00
	Cosphaderm Pentiol natural	PENTYLENE GLYCOL	3,00
	SYN®-HYCAN	GLYCERIN, AQUA, MAGNESIUM CHLORIDE, TETRADECYL AMINOBUTYROYLVALYLAMINOBUTYRIC UREA	2,50
		TRIFLUOROACETATE	
C	HYA-ACT™ XS	HYDROLYZED HYALURONIC ACID	0,50
	HYA-ACT™ S	SODIUM HYALURONATE	0,50
	HYA-ACT™ M	SODIUM HYALURONATE	0,50
D	Vitamin B12 cryst Food Grade	CYANOCOBALAMIN	0,005
	Water Dem	AQUA	0,495
E	Citric Acid 10% Solution	CITRIC ACID, AQUA	0,02

Technical Data

pH: 5.5 Viscosity (spindle RV-3 / 10 rpm): 1800 mPa.s

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HYA-ACT™

Key benefits to help better deal with the effects of the menopause on skin

The Hyaluronic acid line for the ultimate beauty boost. Obtained by bio-fermentation, derived from sweet corn seeds

HYA-ACT™ M – Medium Molecular Weight

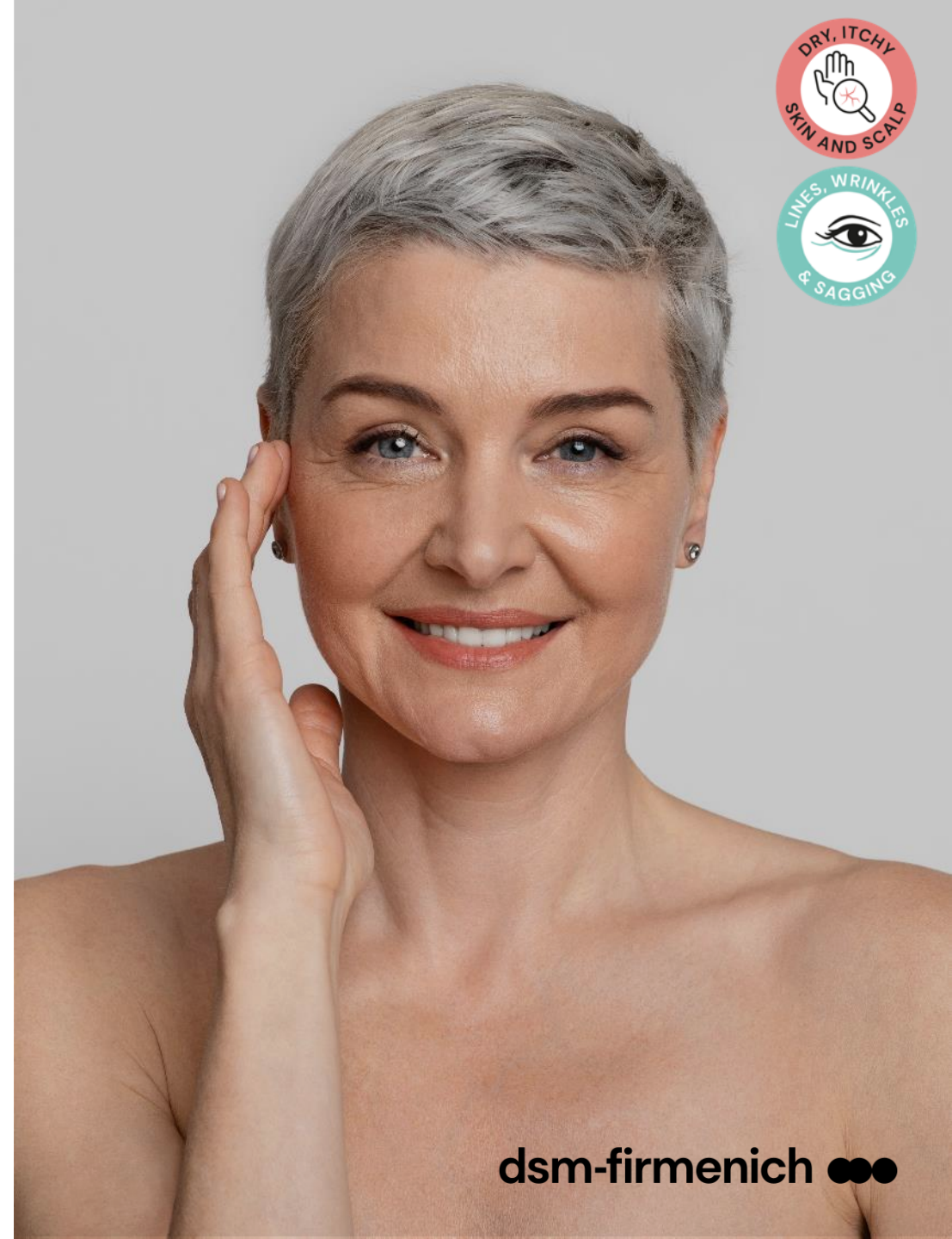
- Provides immediate hydration and strengthens the **protective skin barrier** by building a superior protecting film

HYA-ACT™ XS –Very Small Molecular Weight

- **Retains moisture from the inside:** Provides intense hydration and prevents water loss
- **Plumps out fine wrinkles:** Makes wrinkles inconspicuous & improves skin elasticity

HYA-ACT™ S – Small Molecular Weight

- **Lock in moisture for an even greater hydration boost** and calms reddened skin



dsm-firmenich ●●●

HYA-ACT™

The Hyaluronic acid line for the ultimate beauty boost

INCI NAME	HYA-ACT™ M: Sodium Hyaluronate HYA-ACT™ S: Sodium Hyaluronate HYA-ACT™ XS: Hydrolyzed Hyaluronic acid			
DESCRIPTION	Obtained by bio-fermentation, derived from sweet corn seeds • HYA-ACT™ M: Medium molecular weight - 1.0–1.3 MDa. • HYA-ACT™ S: Small molecular weight - 200 – 400 KDa • HYA-ACT™ XS: Very small molecular weight - 37 – 56 KDa			
KEY BENEFITS	• HYA-ACT™ M: Provides immediate hydration and strengthens the skin barrier • HYA-ACT™ S: Locks in moisture for an even greater hydrating boost • HYA-ACT™ XS: Retains moisture from the inside and plumps out fine wrinkles			
TECHNICAL	Form: Pure Powder Use level: 0,01-1%	pH of use: 4 – 11 Preservative: Free	Solubility: Water soluble	

REGISTRATION CERTIFICATION







WONDER YOU

MENOPAUSE BEAUTYCARE

2IN1 MILKY LOTION ON-THE-GO

with PEPHA®-TIGHT CB and PEPHA®-CTIVE CB

99,4% natural origin ISO 16128

Menopause won't hinder your ability to conquer a busy day! With your wealth of experience, you've learned to listen to your body and can still thrive while embracing life.

Wonder You 2in1 Milky Lotion On-The-Go will bring to your skin an extra boost of nourishment on the go packed with a convenient dual application system: roll it over targeted zones for precision tightening or spray it for a fresh mist feeling.

Discover the hidden power of blue technology with 2 algae: **PEPHA®-TIGHT CB** for an immediate and long-lasting lifting effect and **PEPHA®-CTIVE CB** for a perfect luminous skin.



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2IN1 MILKY LOTION ON-THE-GO

SK-E-102022-36

PHASE	INGREDIENTS	INCI NAME	% W / W
A	Water Dem	AQUA	88,23
	Cosphaderm® Pentiol natural	PENTYLENE GLYCOL	3,00
	Dermosoft® Octiol	CAPRYLYL GLYCOL	0,20
	Sucrathix VX	MICROCRYSTALLINE CELLULOSE, CELLULOSE GUM, XANTHAN GUM	1,00
	SOLAGUM™ AX	ACACIA SENEGAL GUM, XANTHAN GUM	0,20
	SUCRABLEND SP V2	SUCROSE STEARATE, SUCROSE PALMITATE	1,00
B	Myritol® 331	COCOLYGLYCERIDES	2,75
	Kokosoel raffiniert Ph. Eur.	COCOS NUCIFERA OIL	1,00
	ARGAN OIL	ARGANIA SPINOSA KERNEL OIL	1,00
	Lanette® O	CETEARYL ALCOHOL	0,25
	Mixed Tocopherols 95	TOCOPHEROL	0,10
C	PEPHA®-TIGHT CB	NANNOCHLOROPSIS OCULATA EXTRACT, PULLULAN, AQUA, PENTYLENE GLYCOL, CITRIC ACID	0,35
	SYN®-COLL	PALMITOYL TRIPEPTIDE-5, GLYCERIN, AQUA	0,46
	PEPHA®-CTIVE CB	DUNALIELLA SALINA EXTRACT, AQUA, PENTYLENE GLYCOL, CITRIC ACID	0,30
	D-Panthenol 75 L	PANTHENOL, AQUA	0,10
D	Citric Acid 10% Solution	CITRIC ACID, AQUA	0,06

Technical Data

pH: 5.4 Viscosity (spindle RV-3 / 10 rpm): 1080 mPa.s

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PEPHA®-TIGHT CB

Key benefits to help better deal with the effects of the menopause on skin

Powerful combination of lifting effects, based on biological sources, processed with biotechnology and fitting in a net zero climate change policy

Short-term tightening effect

- With just 1 application, flawless skin within minutes**
- Instant and long-lasting perceptible skin smoothing & lifting effect up to 12hrs .**

Long-term well-aging effect

- After multiple applications, long-term well-aging effect with wrinkles reduction by over -20%.**



PEPHA®-TIGHT CB

The power of algae for superior skin tightening

INCI NAME (ACTIVE)	Nannochloropsis Oculata Extract, Pullulan			
DESCRIPTION	- Produced from microalgae grown in closed photobioreactor and extracted by hot water - Polysaccharides obtained from natural fermentation of starch syrup			
KEY BENEFITS	- Flawless skin within minutes - With just 1 application, skin surface appears smoother and texture more homogeneous - Long-lasting lifting effect, up to 12hrs from last application - Skin gains elasticity in critical facial areas - After multiple applications, long-term well-aging effect with wrinkles reduction by over -20%			
TECHNICAL	Form: Liquid Use level: 1-5%	pH of use: 3,5 – 7,5 Preservative: Free	Solubility: Water soluble	

REGISTRATION CERTIFICATION







PEPHA®-CTIVE CB

Key benefits to help better deal with the effects of the menopause on skin

Highly purified extract from the powerful microalgae *Dunaliella salina* with unique composition in minerals, amino acids, carbohydrates, and vitamins

Skin rejuvenation – Energized skin

- Protects mitochondria against oxidative stress*
- Significantly increases ATP production in mitochondria by up to 40%*
- 4- to 5-day acceleration of epithelial renewal** due to improved cell turnover – for fresh looking skin

Revived, glowing skin complexion

- Visible improvement in skin brightness and luminosity**
- Significant improvement in skin complexion**



PEPHA®-CTIVE CB

Perfect luminous skin with the power of microalgae

INCI NAME (ACTIVE)	Dunaliella Salina Extract				
DESCRIPTION	Marine derived from microalgae known to survive in the extreme environment of salt lakes. Produced via fermentation process.				
KEY BENEFITS	Protects and stimulates mitochondria to recharge skin Antioxidant properties Increases cell turnover for a more luminous skin				
TECHNICAL	Form: Liquid Use level: 1–3%	pH of use: 3,0 – 6,0 Preservative: Free	Solubility: Water soluble		
REGISTRATION CERTIFICATION		 COSMOS APPROVED		 	



WONDER YOU

MENOPAUSE BEAUTYCARE

HAIR & SCALP CARE SHAMPOO

with ALPAFLOR® EDELWEISS CB and PENTAVITIN®

86,5% natural origin ISO 16128

In menopause, hair grows slower and becomes thinner due to increased hair fall. You can experience as well dry and itchy scalp.

It's time to live your **best Hair** with the **Wonder You Hair & Scalp care Shampoo**.

It contains **ALPAFLOR® EDELWEISS CB**, a 100% natural, sustainably and organically cultivated alpine flower which helps improve your hair density as well as **PENTAVITIN®**, a 100% natural and biodegradable edible maize kernels derived, to visibly increase your scalp moisturization and reduce flaking.



Products are for illustration only, not for sale. dsm-firmenich is not responsible for final products claims.

HAIR & SCALP CARE SHAMPOO

HC-E-100300-22

PHASE	INGREDIENTS	INCI NAME	% W / W
A	Water Dem	AQUA	43,28
	D-Biotin	BIOTIN	0,02
	PENTAVITIN®	SACCHARIDE ISOMERATE, AQUA, CITRIC ACID, SODIUM CITRATE	0,25
	Ethyl Panthenol	PANTHENYL ETHYL ETHER	0,50
	FD&C Blue No.1	CI 42090	0,00
B	D&C Red No.33 (K7057)	CI 17200	0,00
	TILAMAR® Quat 2240	POLYQUATERNIUM-22	1,25
C	Texapon NSO® BZ	SODIUM LAURETH SULFATE	40,00
	Hostapon CCG	SODIUM COCOYL GLUTAMATE	4,50
	AMPHOSOL® CDB SPECIAL	CETYL BETAINE, AQUA, SODIUM CHLORIDE	6,00
	PARFUM	PARFUM	0,70
	ALPAFLOR® EDELWEISS CB	LEONTOPODIUM ALPINUM FLOWER/LEAF EXTRACT, GLYCERIN, AQUA, CITRIC ACID	1,00
D	Ninol CAA	DIMETHYL LAURAMIDE/MYRISTAMIDE	1,50
	Euxyl®K 900	BENZYL ALCOHOL, ETHYLHEXYLGLYCERIN, TOCOPHEROL	1,00

Technical Data

pH: 6.4 Viscosity (Rheometer, Parallel Plate, 40 mm, 10 s⁻¹, 25°C): 1400 mPa*s

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ALPAFLOR® EDELWEISS CB

Key benefits to help better deal with the effects of the menopause on hair

Sustainably and organically cultivated according to Bio Suisse organic standards and fair-trade principles

Helps prevent hair loss* (improves hair density)

- Prolongs anagen *growing phase of hair*. **1.8 x** more than placebo – *ex vivo*
- **50%** increase of hair follicles keratinocytes proliferation – *ex vivo*
- Increase by **43%** versican expression & alkaline phosphatase activity – *ex vivo*
- **13%** increase in hair density after 5 months – *in vivo*
- Increase Anagen/Telogen ratio – *in vivo*

Consumers confirm efficacy**



90% noticed an increase in hair density

* Prevent hair loss is a drug claim in USA to use improves hair density

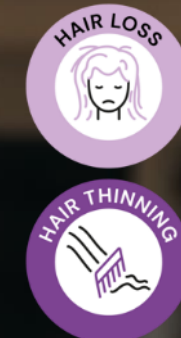
**Clinical study, 30 Volunteers, 18–65 years old, 3% ALPAFLOR® EDELWEISS CB applied daily in a leave-on



ALPAFLOR® EDELWEISS CB

Organic alpine plant extract power

INCI NAME	Leontopodium Alpinum Flower/Leaf Extract	
DESCRIPTION	Plant extract organically cultivated	
KEY BENEFIT	Helps prevent hair loss* (improves hair density) Helps reduce the appearance of greying hair Anti-aging (strong anti-oxidant properties)	
TECHNICAL	Form: Liquid Use level: Up to 3% pH of use: 3,5 to 5,5 Preservative: Free Solubility: Water soluble Target: Scalp Biodegradability: Organic components are biodegradable.	
REGISTRATION CERTIFICATION	      	



PENTAVITIN®

Key benefits to help better deal with the effects of the menopause on hair

100% natural and biodegradable edible maize kernels derived.
It binds to scalp like a magnet.

Moisturization (Reinforced scalp barrier)

- 24 hour (D1) after one single application and even after 28 days of frequent showering, shampoos with 0.2% and 0.5% PENTAVITIN® reinforce the scalp barrier – *in vivo*

Flaking Reduction

- Significant reduces flaking after one single application and after frequent showering with a shampoo containing PENTAVITIN® (0.2% -0.5%) – *in vivo*

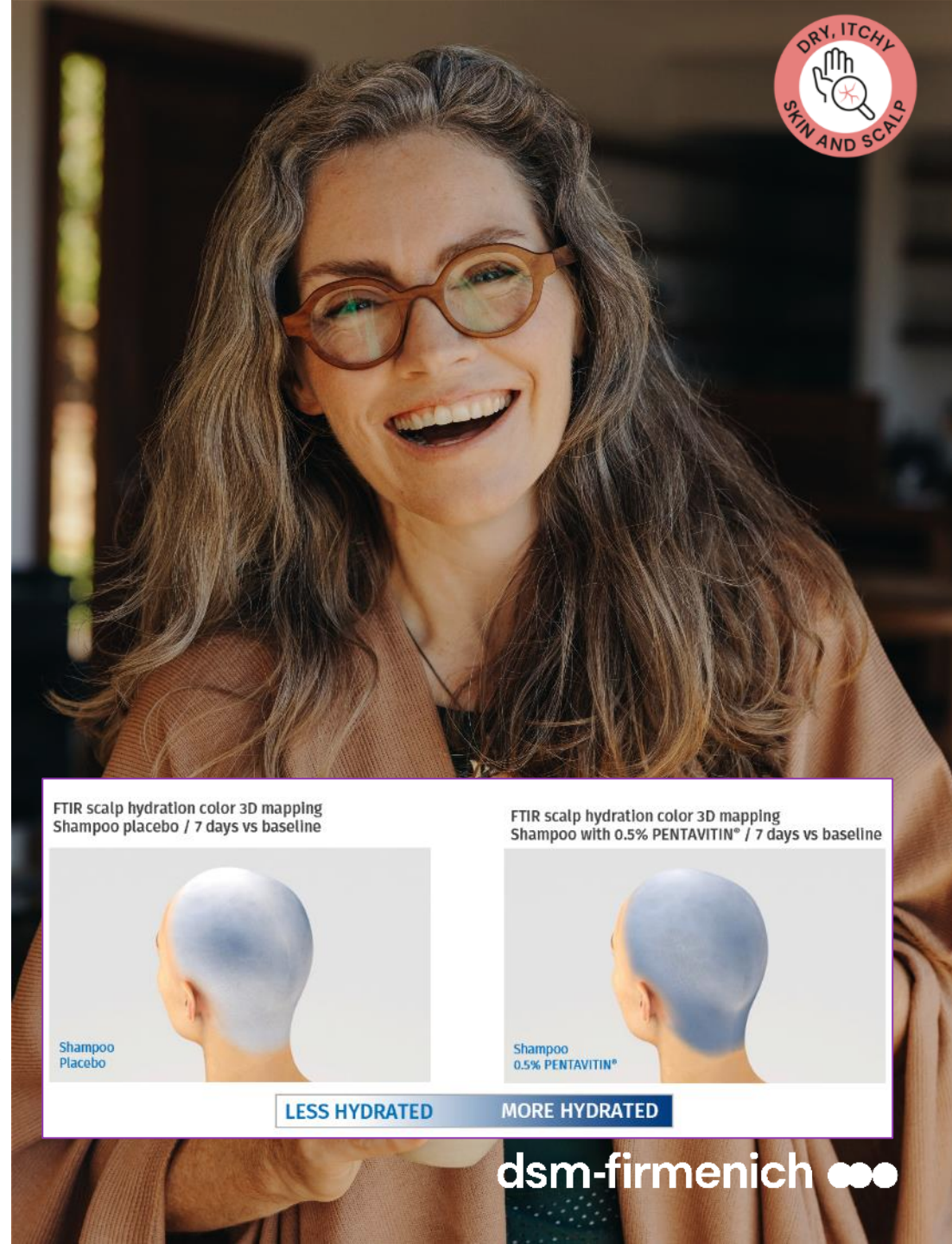
Balances scalp microbiome

- Helps control Malassezia furfur known as a common cause of flaky scalp – *in vitro*

Consumers confirm efficacy**



60% of consumers stated “my scalp feels hydrated and healthy”



FTIR scalp hydration color 3D mapping
Shampoo placebo / 7 days vs baseline



LESS HYDRATED

FTIR scalp hydration color 3D mapping
Shampoo with 0.5% PENTAVITIN® / 7 days vs baseline



MORE HYDRATED

PENTAVITIN®

Sugar derived power



INCI NAME	Saccharide Isomerate	
DESCRIPTION	100% natural & biodegradable edible maize kernels derived It binds to scalp like a magnet.	
KEY BENEFIT	Moisturizes dry scalp / Strong scalp barrier Provides visible reduction of scalp flaking Reduces Sebum	
TECHNICAL	Form: Liquid Use level: 0,2 – 1% pH of use: 4 to 9 Preservative-Free Solubility: Water soluble Target: Scalp and hair fiber Biodegradable: Estimated to be biodegradable according to OECD classification	
REGISTRATION CERTIFICATION		



WONDER YOU

MENOPAUSE BEAUTYCARE

HAIR & SCALP CARE CONDITIONER

with BeauPlex® VH and PENTAVITIN®

96,0% natural origin ISO 16128

In menopause, your hair grows slower and becomes thinner due to increased hair fall. You can experience as well dry and itchy scalp.

It's time to live your best Hair with the Wonder You Hair & Scalp care Conditioner.

It contains **BeauPlex® VH**, a selected blend of vitamins which helps **improve your hair density and thickness** as well as **PENTAVITIN®**, a **100% natural and biodegradable edible maize kernels derived**, to **visibly increase your scalp moisturization and reduce flaking**.



Products are for illustration only, not for sale. dsm-firmenich is not responsible for final products claims.

HAIR & SCALP CARE CONDITIONER

HC-E-100114-6

PHASE	INGREDIENTS	INCI NAME	% W / W
A	Water Dem	AQUA	76,05
	L-Arginine Ph Eur, JP, USP	ARGININE	0,20
	TILAMAR® Quat 2240	POLYQUATERNIUM-22	2,00
	Propanediol	PROPANEDIOL	5,00
	D-Biotin	BIOTIN	0,10
	STRUCTURE® XL	HYDROXYPROPYL STARCH PHOSPHATE	1,50
B	Emulsense HC	BRASSICYL ISOLEUCINATE ESYLATE, BRASSICA	6,50
		ALCOHOL	
	LexFeel(TM) N5 MB	CAPRYLOYL GLYCERIN/SEBACIC ACID COPOLYMER, DIHEPTYL SUCCINATE	3,00
C	Phytantriol	PHYTANTRIOL	0,25
	PENTAVITIN®	SACCHARIDE ISOMERATE, AQUA, CITRIC ACID, SODIUM CITRATE	0,50
	PHYTALURONATE®PF	CERATONIA SILIQUA GUM, AQUA, CITRIC ACID, PHENOXYETHANOL, ETHYLHEXYLGLYCERIN	2,20
	PARFUM	PARFUM	1,20
	BeauPlex® VH	NIACINAMIDE, CALCIUM PANTOTHENATE, SODIUM ASCORBYL PHOSPHATE, TOCOPHERYL ACETATE, PYRIDOXINE HCL, MALTODEXTRIN, SODIUM STARCH OCTENYLSUCCINATE, SILICA	0,50
	Euxyl®K 900	BENZYL ALCOHOL, ETHYLHEXYLGLYCERIN, TOCOPHEROL	1,00

Technical Data

pH: 4,7 Viscosity (Rheometer, Parallel Plate 40 mm, 10 s⁻¹, 25°C): 5000 mPa*s

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BeauPlex® VH

Key benefits to help better deal with the effects of the menopause on hair

Blend of Vitamins for Hair & Scalp
(Vitamin B3, B5, B6, C and E)



Quali-B
Quali-C
Quali-E

Helps prevent hair loss* (improves hair density and thickness)

- **76%** Proliferation of hair follicle keratinocytes- *ex vivo*
- Prolongation of anagen phase of hair follicles. **2x** more than placebo- *ex vivo*
- Increases hair thickness (**4%**) and density (**+7%**) – *in vivo*
- Increase Anagen to Telogen ratio –*in vivo*

Other benefits: *base on individual vitamins results*

- Hydration and scalp barrier improvement
- Strong anti-oxidant properties

Consumers confirm efficacy**



93% noticed increased speed of hair growth



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BeauPlex® VH

Vitamins Blend



INCI NAME	Niacinamide, Calcium Pantothenate, Sodium Ascorbyl Phosphate, Tocopheryl Acetate, Pyridoxine Hydrochloride, Maltodextrin, Sodium Starch Octenylsuccinate, Silica			
DESCRIPTION	Vitamin blend (B3, B5, B6, C and E)			
KEY BENEFIT	Helps prevent hair loss* (improves hair density and thickness) Helps reduce the appearance of greying hair Anti-aging (anti-oxidant properties) Scalp Care (improves scalp barrier and moisturization)			
TECHNICAL	Form: Powder Use level: Up to 2% pH of use: 5 to 9	Preservative: Free Solubility: Dispersible in water Target: Scalp and hair fiber	Biodegradability: Not expected to be persistent, bioaccumulative nor toxic.	
REGISTRATION CERTIFICATION				

Quality for Life™ seal that guarantees the highest standards for Quality, Reliability, Traceability, and Sustainability.

** Halal HFCE

* Prevent hair loss is a drug claim in USA to use improves hair density



WONDER YOU

MENOPAUSE BEAUTYCARE

SCALP SERUM

with ALPAFLOR® EDELWEISS CB and BeauPlex® VH

98,5% natural origin ISO 16128

In menopause, your hair grows slower and becomes thinner due to increased hair fall. You can experience as well dry and itchy scalp.

It's time to live your best Hair with the **Wonder You Scalp Serum** combining a powerful dual technology based on **BEAUPLEX® VH**, a selected blend of vitamins and **ALPAFLOR® EDELWEISS CB**, a sustainable and organic alpine flower, **to help to improve your hair density and thickness.**



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SCALP SERUM

HC-E-100900-6

PHASE	INGREDIENTS	INCI NAME	% W / W
A	Water Dem	AQUA	73,62
	D-Biotin	BIOTIN	0,02
	BeauPlex® VH	NIACINAMIDE, CALCIUM PANTOTHENATE, SODIUM ASCORBYL PHOSPHATE, TOCOPHERYL ACETATE, PYRIDOXINE HCL, MALTODEXTRIN, SODIUM STARCH OCTENYLSUCCINATE, SILICA	1,50
B	SILIGEL	XANTHAN GUM, SCLEROTIUM GUM, LECITHIN, PULLULAN	1,10
C	ALPAFLOR® EDELWEISS CB	LEONTOPODIUM ALPINUM FLOWER/LEAF EXTRACT, GLYCERIN, AQUA, CITRIC ACID	3,00
	Dermosoft Hexiol	1,2-HEXANEDIOL	0,30
	Ethanol abs.	ALCOHOL	12,00
D	Propanediol	PROPANEDIOL	5,00
	PARFUM	PARFUM	0,45
E	MIGLYOL 829 ECO	CAPRYLIC/CAPRIC/SUCCINIC TRIGLYCERIDE	3,00
	TIMICA RADIANT GOLD 222G	MICA, CI 77491, CI 77891	0,01

Technical Data

pH: 6.5 Viscosity (Brookfield RV5/10rpm): 200-300 mPa*s

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It's time
to live
your BEST

WONDER YOU

MENOPAUSE BEAUTYCARE



FACIAL LINE

CAPILLARY LINE

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WONDER YOU

MENOPAUSE BEAUTYCARE

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We bring progress to life™

SYN-AKE®

Key benefits to help better deal with the effects of the menopause on skin

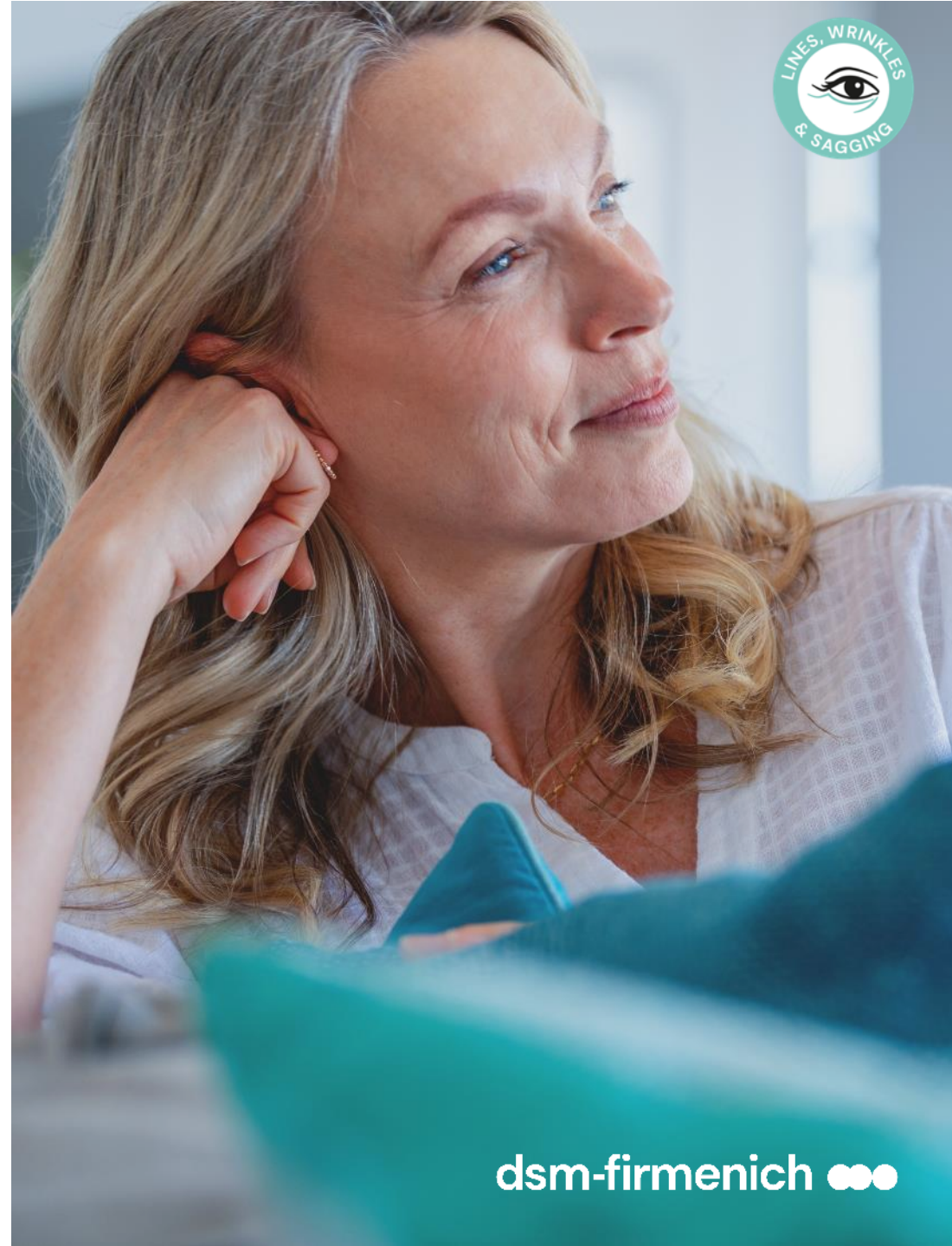
SYN®-AKE is a patented tripeptide, with unique amino acid sequence (Beta-Ala-Pro-Dab-NH-Bzl) mimicking Waglerin-1 functionality, for Botox-like efficacy

Wrinkles reduction – Stop wrinkling – keep laughing

- Helps your face to relax without losing the ability to express yourself
- **Visibly reduces deep wrinkles** in just 4 weeks*

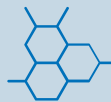
Wrinkles prevention – Unlock your skin's longevity

- When used earlier in time, **helps delaying the appearance of wrinkles**, with age-freezing effects**
- Applied for 1 month can delay the appearance of mimic wrinkles up to 5 years**



SYN-AKE®

Stop wrinkling – keep laughing

INCI NAME	Glycerin (and) Aqua (and) Dipeptide Diaminobutyroyl Benzylamide Diacetate			
DESCRIPTION	• Highly potent patented biomimetic tripeptide • Proven in vitro to reduce muscle cell contractions: immediately, long-lasting and fully reversibly			
KEY BENEFITS	• Visibly reduces deep wrinkles in just 4 weeks • Improves skin smoothness • Can delay wrinkles' appearance up to 5 years • Mattifies skin, visibly reducing shine look			
TECHNICAL	Form: Liquid Use level: 1-4%	pH of use: 3,0–7,5 Preservative: Free	Solubility: Water soluble	
REGISTRATION CERTIFICATION	   			



PEPHA®-AGE CB

Key benefits to help better deal with the effects of the menopause on skin

Extract of freshwater microalgae *Scenedesmus rubescens* (green algae) produced with a sustainable biotech process in state-of-the art photo-bioreactors

Stimulates skin resistance (UV & Blue light)

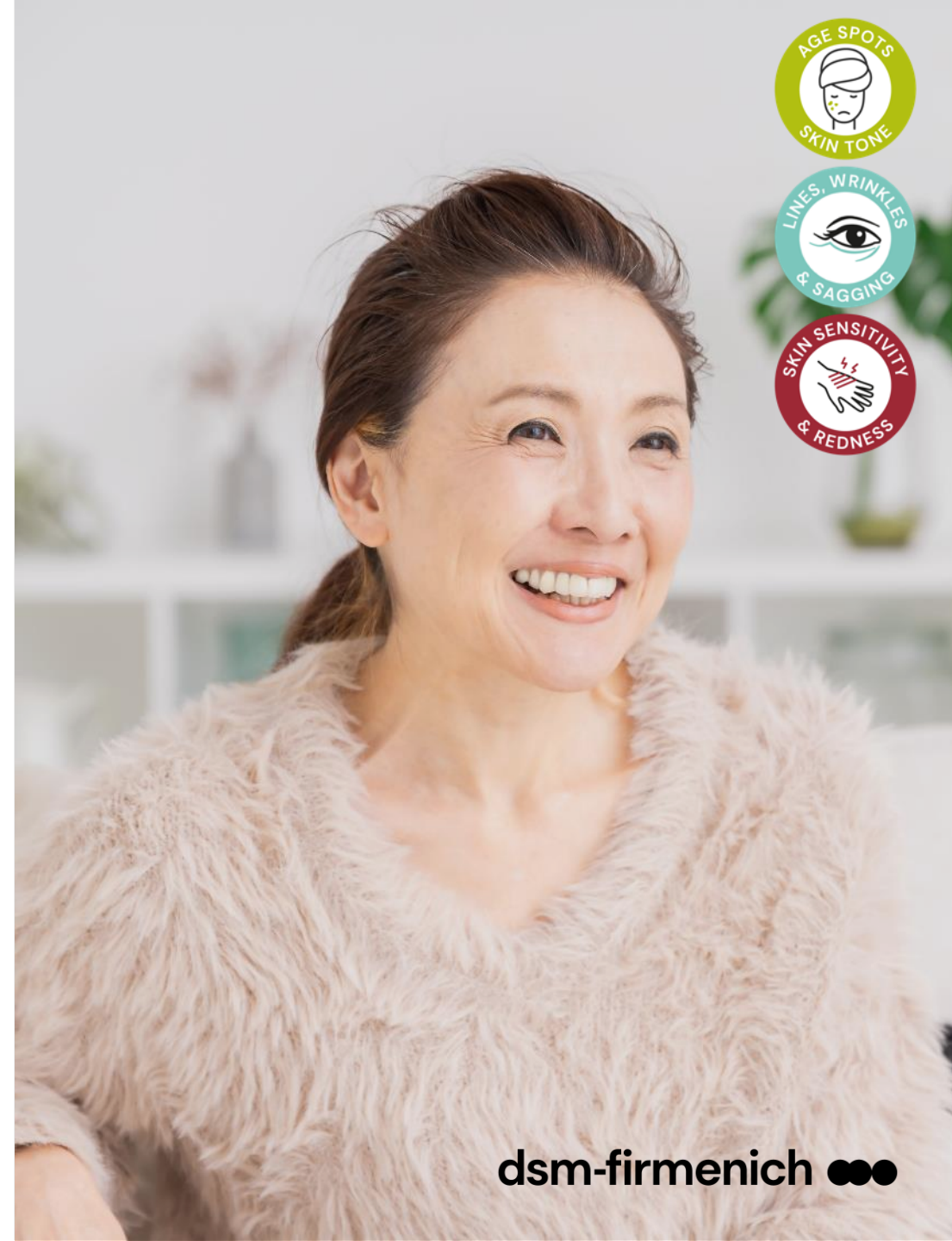
- Stimulates skin's own defense against UV and blue light**
- Reduces number of sunburn cells and oxidative stress**

Photo-ageing protection (UV & Blue light)

- Minimizes the appearance of ageing after exposure to the UV and blue light. **
- Strong stimulation of Collagen III (youth collagen)**

Age Spots & Skin tone

- Reduces blue light induced hyperpigmentation (dark spots) & evens skin tone* & ***



PEPHA®-AGE CB

Stimulates skin's own defense against UV & blue light

INCI NAME (ACTIVE)	Scenedesmus Rubescens Extract	
DESCRIPTION	Extract of freshwater microalgae Scenedesmus rubescens (green algae) produced by using a sustainable biotech process in state-of-the art photo-bioreactors.	
KEY BENEFITS	- Stimulates skin's own defense against UV and blue light - Reduces number of sunburn cells and oxidative stress - Minimizes the appearance of ageing after exposure to the UV and blue light - Strong stimulation of Collagen III (youth collagen) - Helps to reduce blue light induced hyperpigmentation to achieve an even skin tone	
TECHNICAL	Form: Liquid Use level: 1-3% pH of use: 3,0 – 7,5 Preservative: Free Solubility: Water soluble	

REGISTRATION CERTIFICATION


COSMOS APPROVED










AGE SPOTS
SKIN TONE


LINES, WRINKLES
& SAGGING


SKIN SENSITIVITY
& REDNESS



WONDER YOU

MENOPAUSE BEAUTYCARE

ULTIMATE LOOSE POWDER

with ALPAFLOR® ALP-SEBUM CB and VALVANCE® Touch 210

99,0% natural origin ISO 16128

Although dryness is generally experienced during menopause, acne and oily skin could still be part of your skin experience as a result of the hormonal changes you experiment.

We also have a solution for you with **Wonder You Ultimate Loose Powder**. This powder applied on top of foundation or BB cream fixes make-up avoiding any product transfer.

This loose powder with **ALPAFLOR® ALP-SEBUM CB** and **VALVANCE® Touch 210** is ideal to combat shiny skin, absorbing excess oil, blurs the appearance of pores and other skin imperfections. It provides a dry, silky veil with the perfect even matte and flawless finish.



dsm-firmenich ●●

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ULTIMATE LOOSE POWDER

SK-E-101660-2

PHASE	INGREDIENTS	INCI NAME	% W / W
A	Red Montmorillonite Clay	MONTMORILLONITE	6,00
	VALVANCE® Touch 210	SILICA	82,00
	Amidon de mais MST	ZEA MAYS STARCH	8,30
B	ALPAFLOR® ALP-SEBUM CB	EPILOBIUM FLEISCHERI FLOWER / LEAF / STEM EXTRACT,	3,00
	PARFUM	GLYCERIN, AQUA, CITRIC ACID	0,70
		PARFUM	



Technical Data

pH: N/A Viscosity: Powder

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