ETERWELL™ YOUTH

Infinite well-aging powered by senolytic science

10x winner

Prestigious awards of Scientific excellence & innovation

June 2026

Naturals | The science of nature

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in-cosmetics global – Innovation Zone Best Ingredient Award 2024 – GOLD – Active Ingredient

THE BEAUTY INDUSTRY AUTHORITY – CEW BEAUTY AWARD WINNER 2024

Cosmetics & Toiletries ALLÉ AWARDS 2025 – Active Cosmetic Ingredient: Anti Aging – WINNER

WELLNESS & LONGEVITY CHOICE AWARDS 2025 – LONGEVITY INGREDIENT – WINNER 2025

INFLUENCER AWARD – Winner – INGREDIENT MAVERICK – SUPPLIERS' DAY MAY 1-2, 2024

Ringier Technology Innovation Awards 2024 – Personal Care Industry Anti-Aging – WINNER

in-cosmetics asia – Spotlight On Formulation Award 2024 – Winner

CITE – CITE JAPAN 2021 AWARD

ICI INNOVATION ZONE 2025 – BEST INGREDIENTS AWARD

INNOVATION Challenge

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Skin Care narrative is evolving:
From anti-ageing to well-ageing

Anti-ageing gives way to healthy ageing, with more positive connotation. Ageing narrative is today about heathy skin, beyond just wrinkle reduction and about maximizing skin potential at every age.

Consumers do not want to be reminded that they are aging and for **more that 50%** of skin care **users** the word **anti-ageing has a negative connotation.**

Source: Kantar Profiles/Mintel, May 2022

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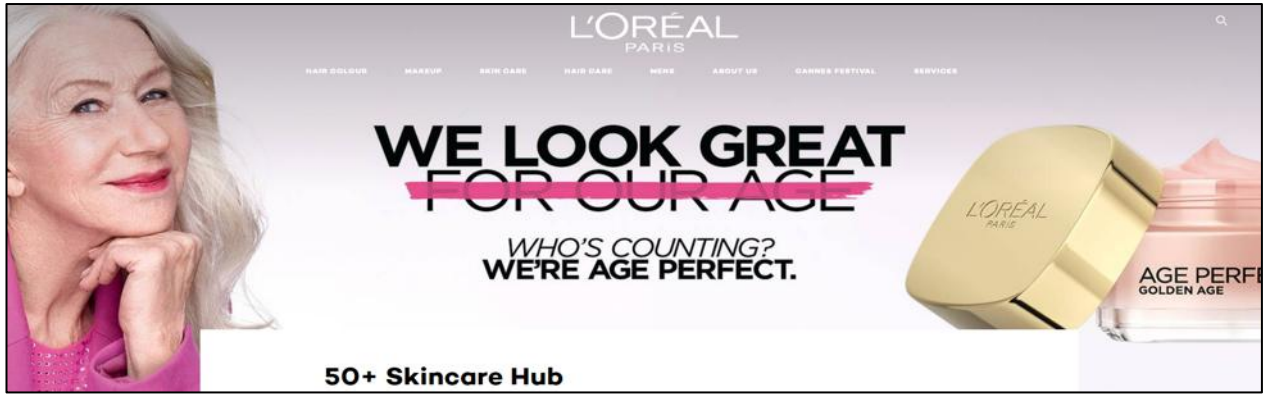

Health over youth: A new marker of beauty

Healthy ageing – beauty must 'change how people view age'

"The word 'anti-ageing' obviously is a bit difficult to use but looking 'healthy' and 'not stressed' is probably the trend where we're going. You see beauty and skin health are very linked."

The future of 'ageing'? Beauty needs to be more 'holistic' and 'inclusive' – Experts

It is time for beauty to ditch the 'anti-ageing' discourse and instead opt for positive and holistic messaging and innovation that takes a preventative and celebratory approach to ageing, say executives from L'Oréal, Unilever and Beautystreams.

Cosmetic Design, March 2023

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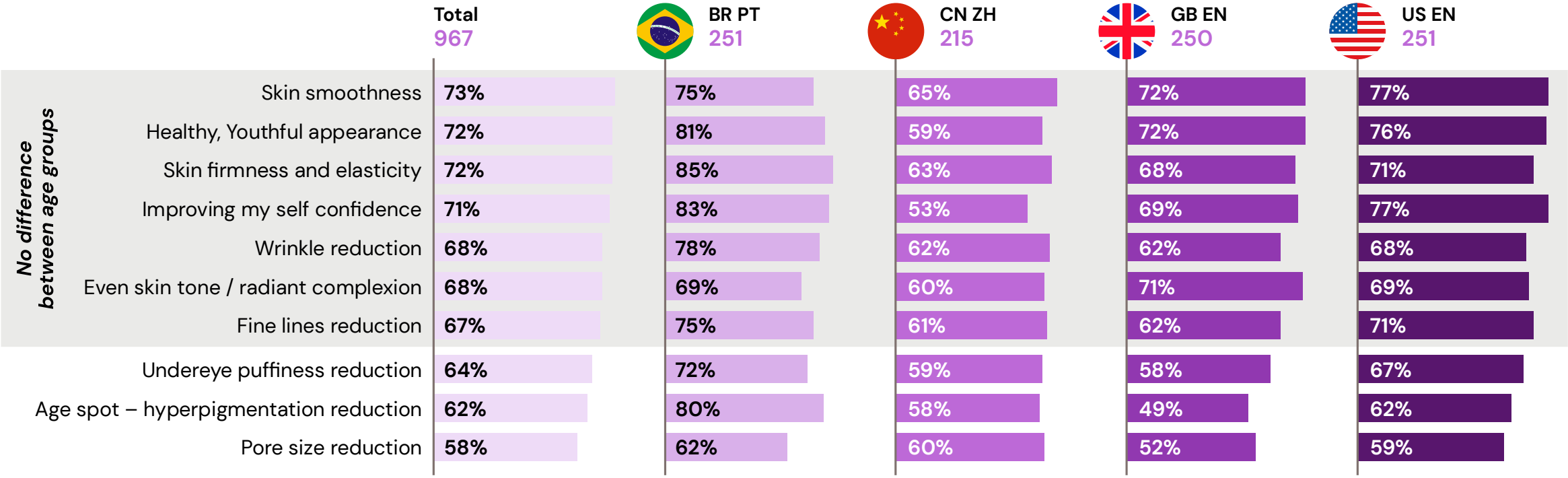
Consumers look for holistic healthy ageing solutions

The consumers want now real holistic solutions for skin healthy-ageing or well-ageing (rather than anti-ageing) tackling all the main skin concerns: Skin firmness; skin smoothness; healthy and youthful appearance; wrinkle reduction; even skin tone; radiant complexion; improving self-confidence are the most prevalent.

Skin radiance is no longer the highest priority in China

How important are the following skin benefits, when it comes to choosing facial treatment products



© dsm-firmenich survey on 967 respondents within 4 countries US, UK, BR and CN – Nov 2023

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New skincare trends for 2025

Revival of cellular beauty, the new age of ageing

Keywords 2025:

Microbiome	Clean Beauty	**Sustainability sourced**
Personalized	**Cellular**	Climate adaptive

The **anti-ageing** conversation will **enter a new era**, reframed by science-backed **products designed to boost** the **skin's cellular processes**. Reducing the biological age will be the new focus, as consumers strive to future-proof the skin by boosting cell function.

The term **'biological age'** is expected to become the **new buzzword**.

This approach is based on the knowledge that chronological ageing cannot be stopped, but **biological ageing is reactive** and can be slowed or **reversed by addressing root causes** such as stress, dehydration, insomnia, poor lifestyle and environmental aggressors.

Cellular skincare will help skin cells resist ageing, oxidization and environmental damage, while also helping to **regenerate skin-boosting essentials** such as collagen.

Gen X are an important target for skin healthy aging solution

The forgotten generation but with the largest consumer base

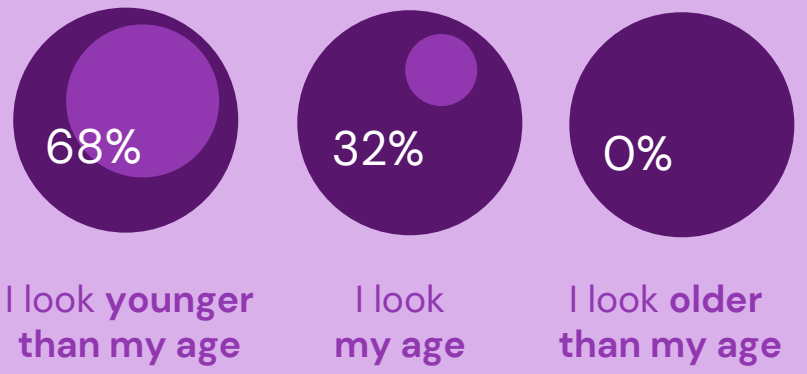
Why Gen X?

- They are the beauty market's largest consumer base
- Account for **27%** of all consumer spending and hold over £15 trillion in **purchasing power**
- **75%** of women this age say they are willing to pay more for quality
- Generation X prefers the anti-ageing claim more than millennials vs well-ageing or healthy ageing*

Only 28% of Gen X (43-58 yo) women feel represented by the beauty industry*

- **68%** of women believe they look younger than their age
- This suggests that society's image of women in their 40s and 50s has imagined them to look older than they are.
- "I feel 50 is the new 18" is their mantra

*: © WGSN 2023



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Senolytics concept

Infinite well-ageing

Over time, our skin loses its ability to efficiently self-renew.

In this context, unproductive cells, which can no longer produce collagen, are no longer naturally removed, but remain (like zombies) and clutter the environment, impacting their immediate environment, inducing a vicious circle of inflammation, inducing the appearance of skin damage and premature ageing.

Unless we clear out these unwanted senescent cells, the skin's natural renewal processes cannot be re-boosted

ETERWELL® YOUTH, powered by senolytic Science, selectively targets these destructive cells to properly remove them, re-boosting the natural skin processes and promoting healthy-looking skin.

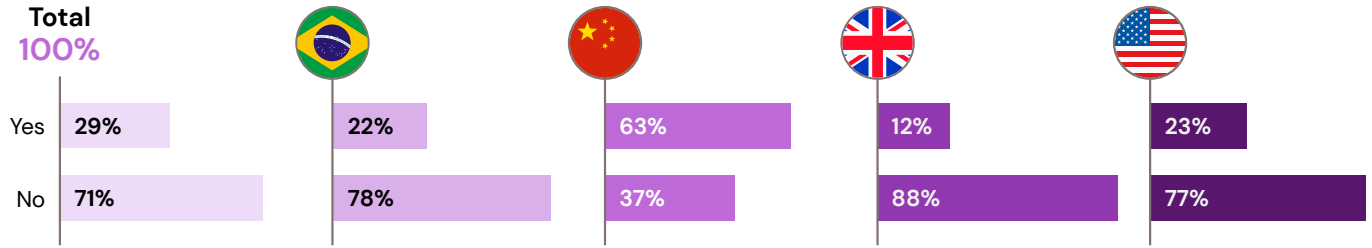
Senolytic active ingredients act at cellular level and are efficient across all skin types, gender and age.

Create a new life for your skin, powered by senolytic science

High consumer interest on senolytics

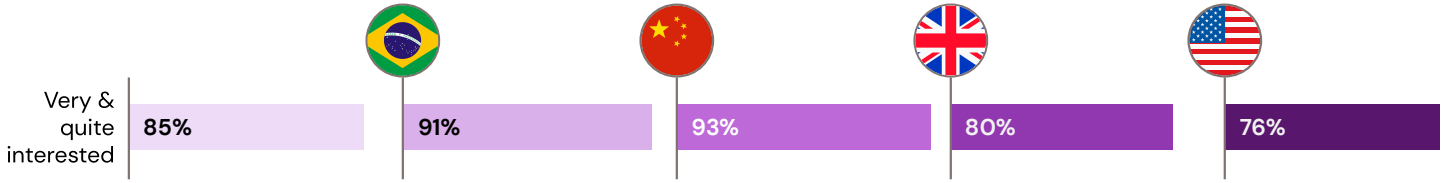
The consumer awareness of senolytics, senescent cells or zombie cells is pretty low except in China.

Awareness

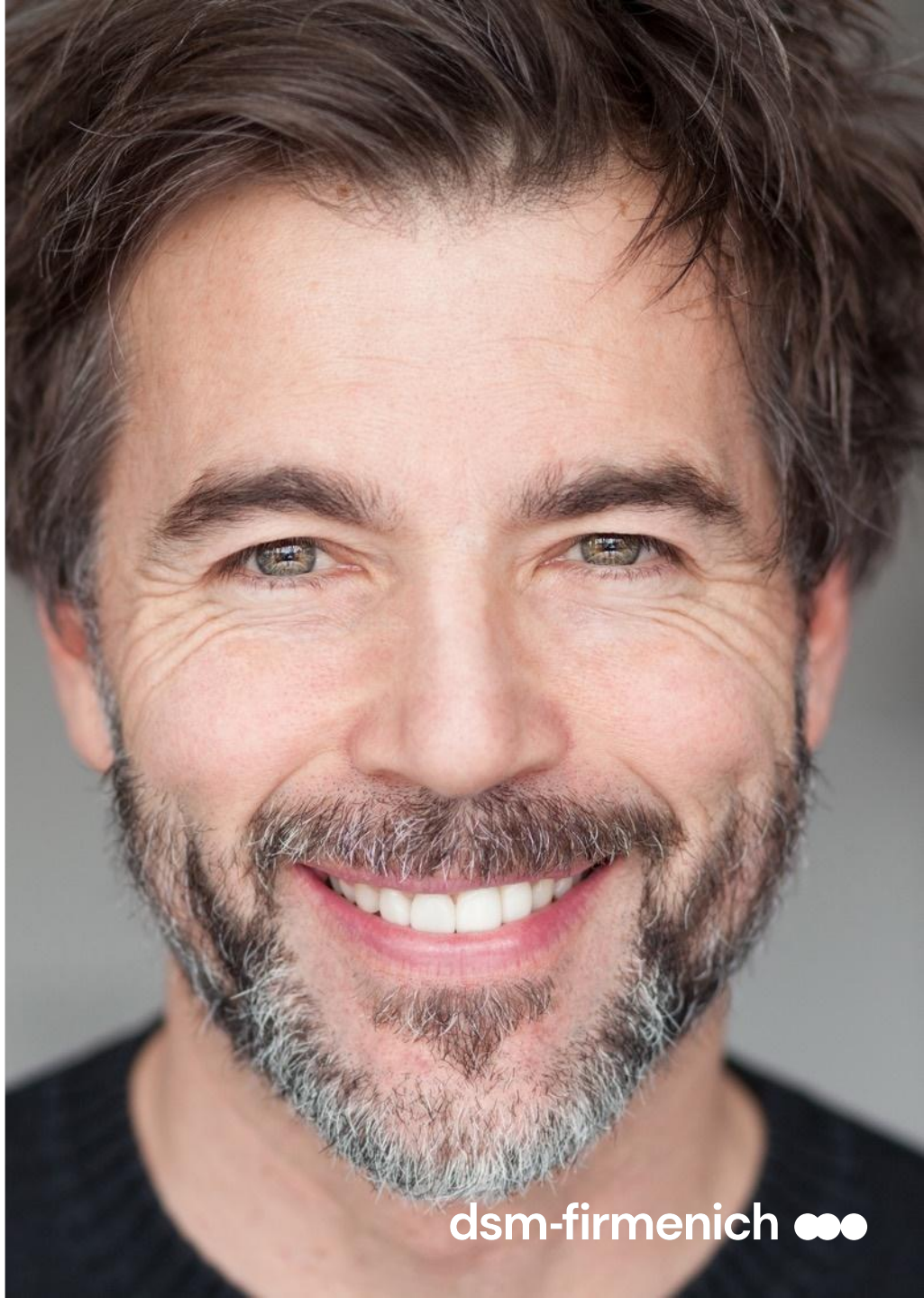


But once the concept is explained, the purchase interest of buying a skin care product with senolytic ingredient is high

Purchase interest

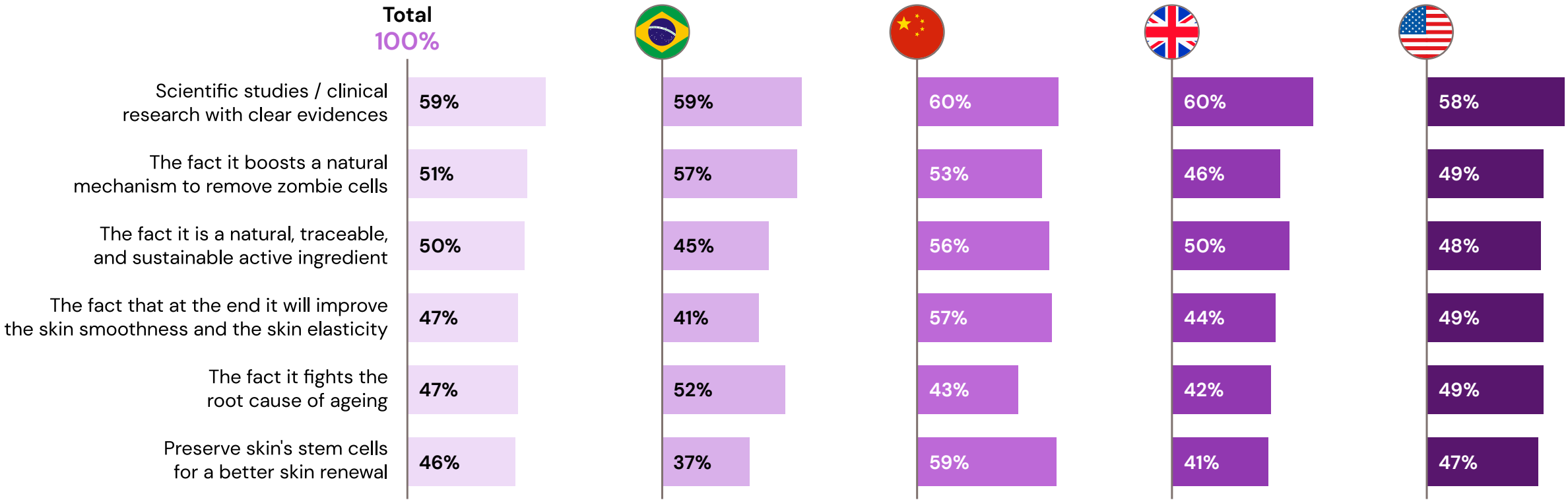


* © dsm-firmenich survey November 2023



Scientific evidences are crucial to build trust

Which argument would increase your trust in senolytics



The consumer trust is clearly increased by strong scientific evidences on the benefits

* © dsm-firmenich survey November 2023

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Very few products on the market:

Communication on clearing senescent/zombie cells and on senolytic activity even directly on the pack…to be differentiate from cell regeneration

A new way to talk about well-ageing. Rising in 2022 in Europe

Nov 2022: Shang Zeng Technology: Silybum marianum extract clears or restores dead cells, reduces senescence marker expression, and improves contour firmness) + Scutellaria alpina significantly extends the lifespan of quiescent fibroblasts

Lyma UK: August 23 milk thistle, which have senolytic activity, reducing the occurrence of cellular senescence, and seeking out and killing pre-existing senescent cells;

This cutting-edge serum regenerates the skin, reduces redness and improves elasticity by targeting "Zombie Cells

We offer a holistic approach, promoting youthful skin. A brighter, more youthful future awaits – one where the science of cellular senescence meets the art of ageless beauty.

The deep renewing concentrate, infused with skin cellular reprograrmming science.. Inspired by senescence, a field of research with 2 Nobel prizes, edelweiss extracts inhibit the effects of SASPs

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The senolytic concept

Biological action

Senescent cells (dermodestructive cell) do not work anymore (lost their ability to divide and to properly synthesize key proteins, e.g., collagen, elastin)

They release SASPs (Senescent-associated secretory phenotype) that are damaging the surrounding cells turning them to senescence stage (snowball effect):

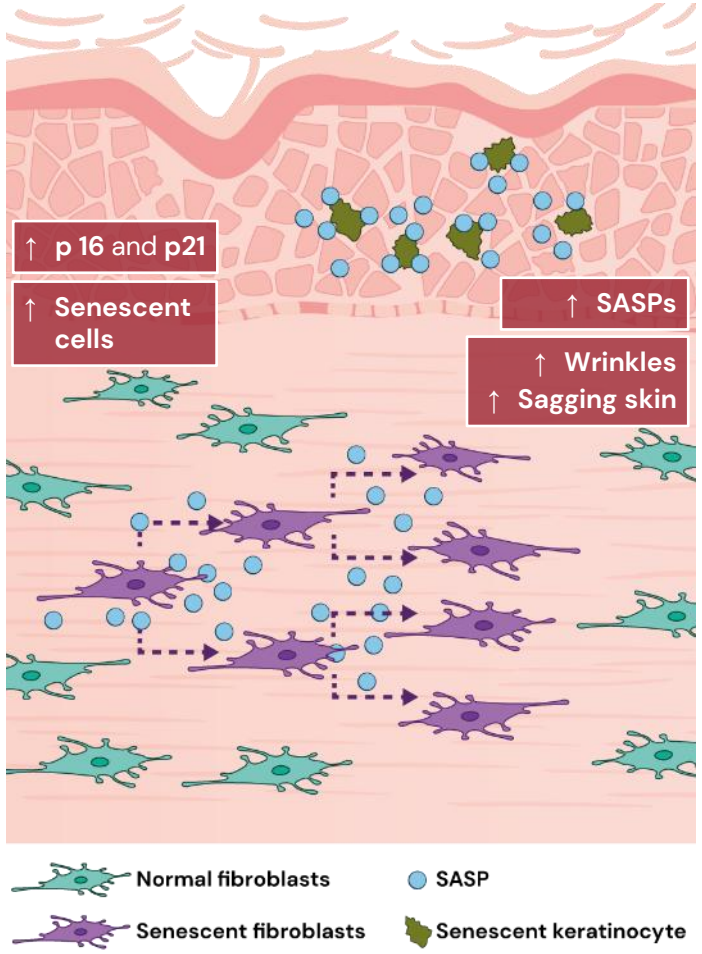
- Pro-inflammatory factors: e.g., IL1, IL6
- Proteases: e.g., MMP1, MMP3
- ROS (reactive oxygen species)

The accumulation of senescent cells lead to ageing with old phenotype

- Senolytic treatment *in vivo* by a Dutch academic group in 2017 had amazing anti-ageing effect
- **Compounds that clear senescent cells are termed "senolytics"**

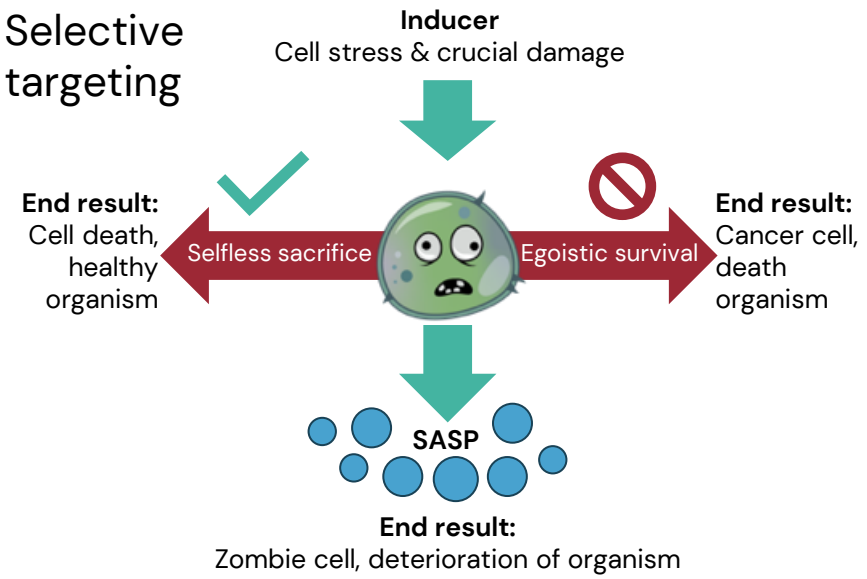
Main senescence inducers:

- Ageing
- Exposome: UV, pollution
- Oxidants
- Toxins



p16 and p21 are well-recognized key markers of senescence

Selective targeting



About 60–80 billion cells self-sacrifice in your body every day (average human body has 30,000 billion cells)

Senolytics block senescence-survival pathways

In sum

- To tackle the fundamental source of skin ageing
- Concept is to **help senescent (zombie) cells into apoptosis** (self-sacrifice) and to deactivate the zombie cell survival mode
- Senolytics act on the **cellular level** and is valid for any cells (skin, hair) and any skin type and individual (gender, age, ethnicities,…)
- **Holistic anti-ageing benefits** on all skin layers: skin smoothness, skin structure, skin elasticity, wrinkles, hair loss, hair greying, etc.

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Our solution: ETERWELL™ YOUTH

dsm-firmenich capabilities

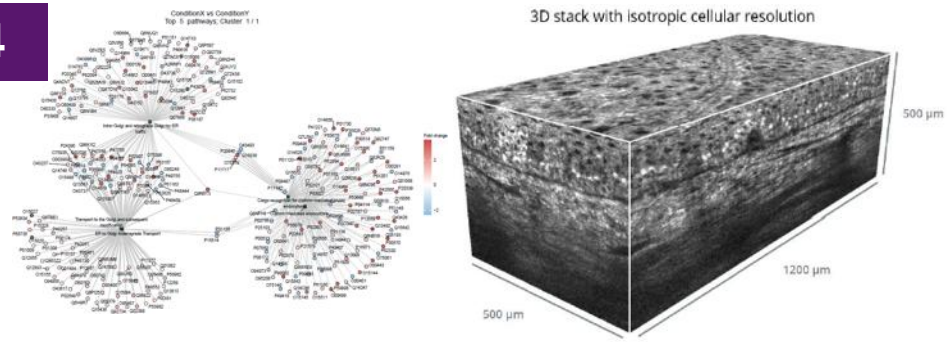
Overview

1. Key *in vitro* models: skin and hair senolytic plus senescence (e.g., Ki67) and skin markers (e.g., collagen 1) assays
   - +3000 conditions tested
2. Unique holotomography imaging technology
3. A.I. senolytic compound design/identification
4. *Ex vivo* and *in vivo* expertise with multi-omics and 3D analyses
5. Automation and robotics

1

2–3

4



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Infinite well-aging powered by senolytic science

Naturals | The science of nature

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ETERWELL™ YOUTH

Infinite well-ageing – fully effective at every skin layer

Key benefits

- Holistic healthy ageing - acts at the cellular level†
- Helps to revert skin damage induced by zombie cells†
- Helps restoring and boosting collagen †
- Synergetic potential with other actives on Collagen*
- Helps slow down the premature ageing of skin*
- Reverses the skin appearance by 6 years in just 2 weeks and 9 years after 3 months*
- Reduces the appearance of fine lines and wrinkles*
- Helps increase skin elasticity and skin smoothness*
- Provides a rejuvenated skin appearance with vibrant healthy looking-skin

* *In vivo*. † *In vitro* and *ex vivo*.

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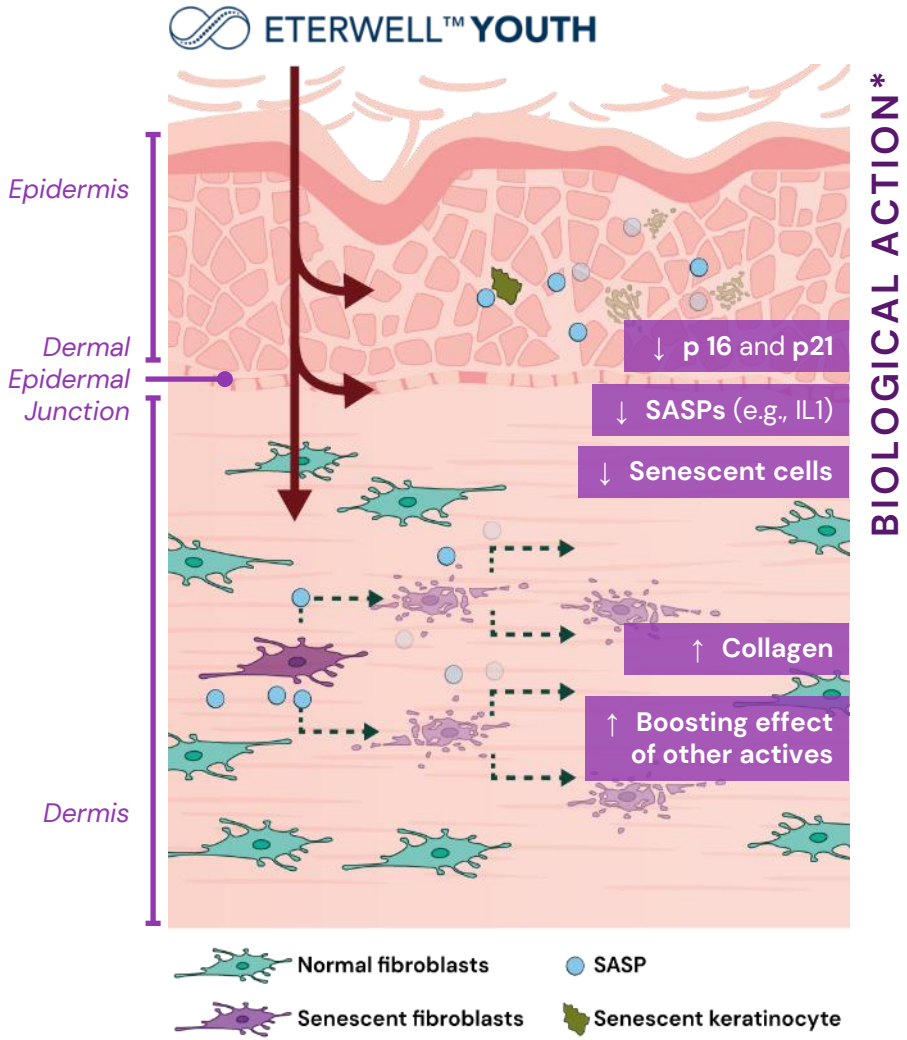
Mode of action



BIOLOGICAL ACTION*

ETERWELL™ YOUTH

- Acts in every skin layer at the cellular level, clearing only senescent cells by targeted apoptosis
- Reduces SASPs
- Increase of collagen
- Boosting of other actives

- Improves skin holistically for better texture and structure, improving appearance of wrinkles for healthy looking skin

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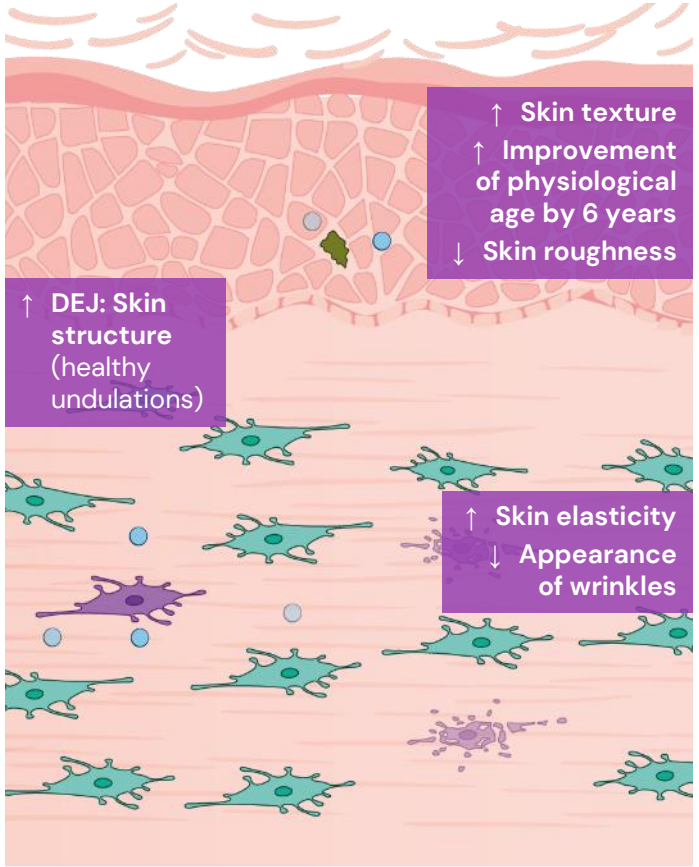
SKIN BENEFITS



* *in vitro* and *ex vivo*

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Our solution: ETERWELL™ YOUTH

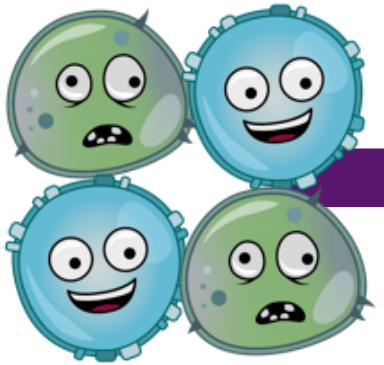
Eternally well skin with youth appearance

- Highly potent in our in *vitro* model mimicking aged skin. **Model uses H_2O_2-induced senescent dermal fibroblast cells**
- Certain flavonoids can be senolytic, we discovered that ETERWELL™ YOUTH's key flavonoid **myricitrin** is senolytic
- Significant and dose-dependent senolytic activity

Treatment of fibroblasts

70% normal

30% senescent



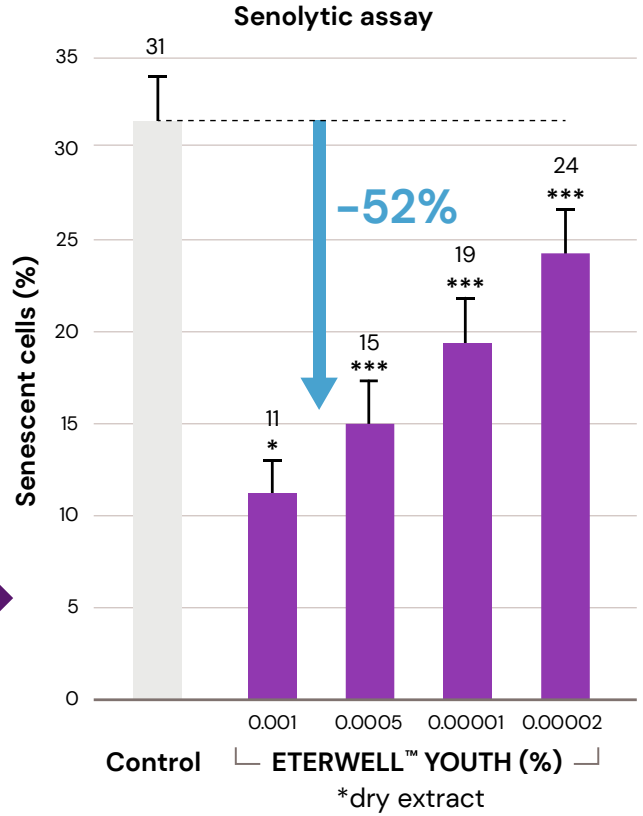
Flow cytometer

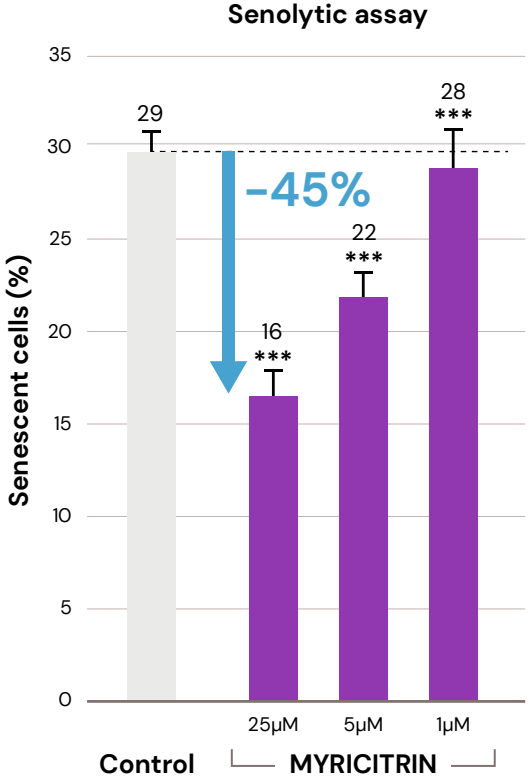
+ Senescence-associated beta-galactosidase marker

52%

52% less zombie cells with 0.0005%* ETERWELL™ YOUTH

* dry extract





* p<0.05 *** p<0.005

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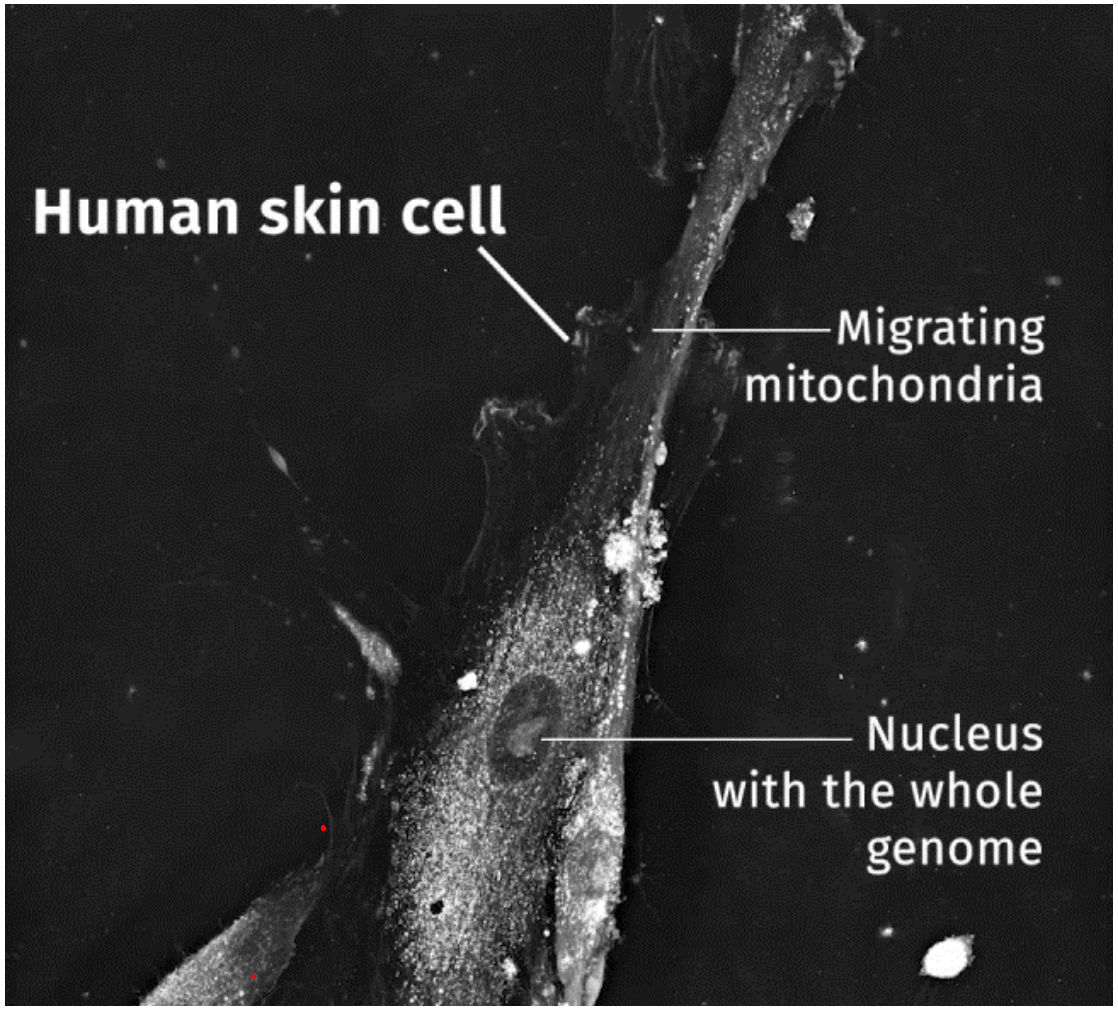
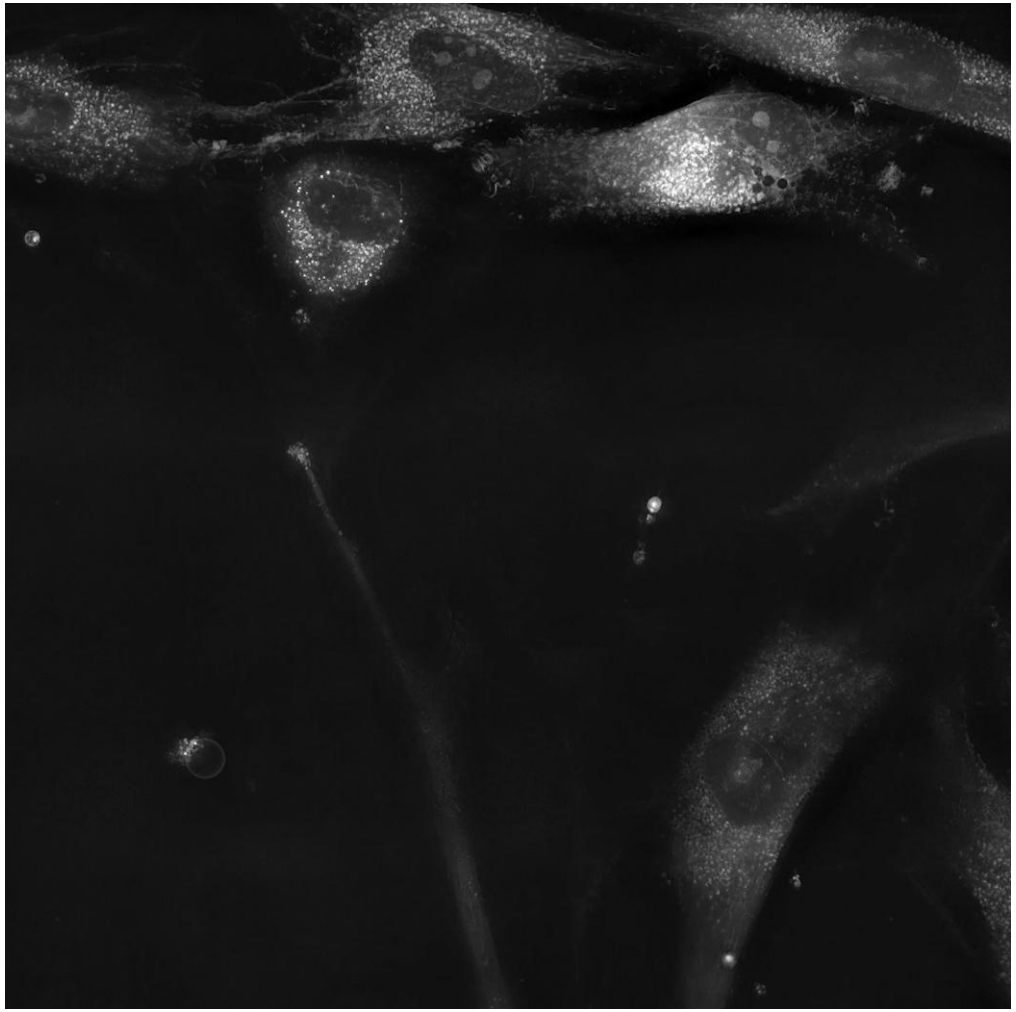
Real-time apoptosis
By holotomography microscope



cell going into apoptosis



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Outstanding technology to see apoptosis in real-time

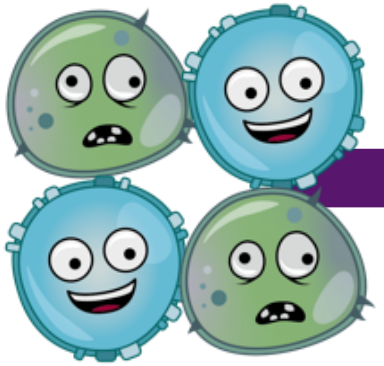
- Next level claim substantiation: real-time holotomography
- *In vitro* model to mimic aged skin
- Visually linking zombie removal by the ingredient using A.I.-based analysis

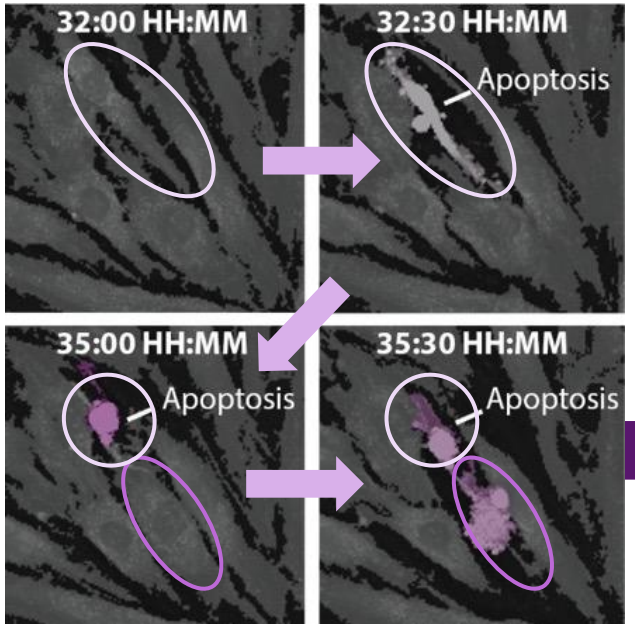
- **200% more cell death after 48 hours, indicating zombie cell removal vs control**
- **Cell death is increased only when there are senescent cells in presence of ETERWELL™ YOUTH. Normal cells are not affected by the active.**

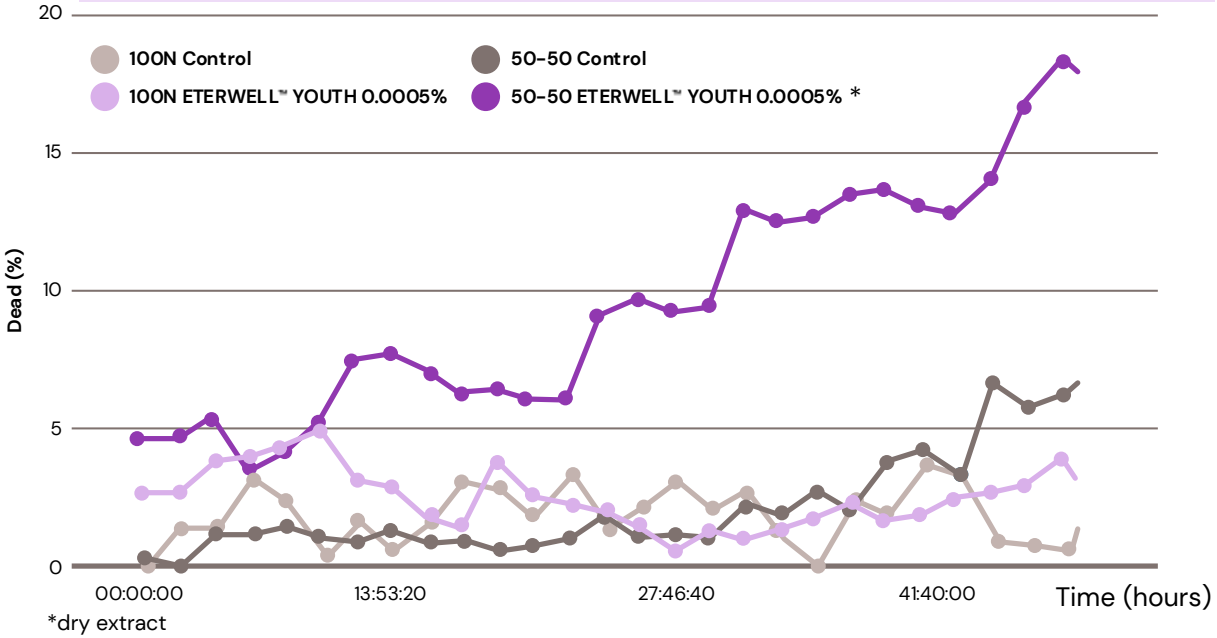
Treatment of fibroblasts

50% normal

50% senescent







100N (100% normal cell) :ETERWELL™ YOUTH doesn't show any increase of cell death, 50-50 (50% normal – 50% senescent cells) ETERWELL™ YOUTH increases the number of dead fibroblasts

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Our solution: ETERWELL™ YOUTH

Strong collagen boost

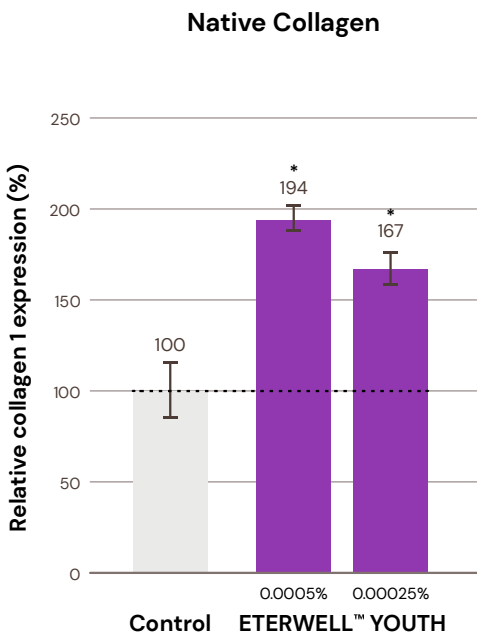
In vitro testing
Native collagen increase and synergy

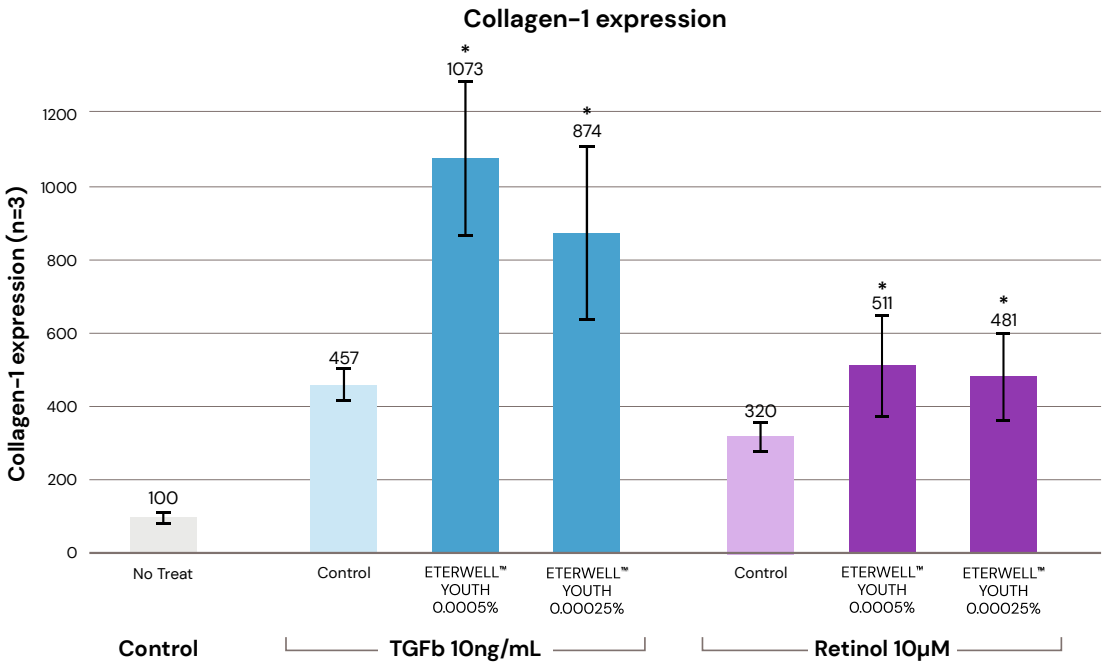
- Fibroblast cells (50% normal & 50% senescent) pre-treated with ETERWELL™ YOUTH dry extract
- Pre-treatment with ETERWELL™ YOUTH dry extract, then with collagen booster

ETERWELL™ YOUTH at 0.0005% synergy with TGF-ß and retinol:
- **134%** boosted activity with TGF-ß (x10 vs non treated)
- **54%** boosted activity with Retinol (x4 vs non treated)

Collagen significantly increased, indicating synergistic potential with other ingredients, allowing customization to fit your brand

ETERWELL™ YOUTH at 0.0005% boosts collagen by 94% on treated fibroblasts.





* p<0.05 vs control

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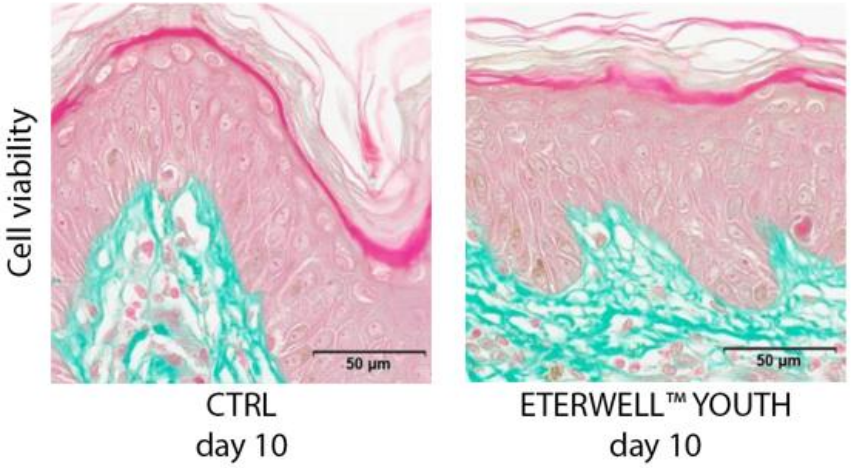
Our solution: ETERWELL™ YOUTH

Clear efficiency on senescence markers

ETERWELL™ YOUTH

- Further ex *vivo* claim substantiation on 60-year-old (yo) female skin using dry extract
- Directly linking its senolytic effect to skin marker improvement (transcriptomics/gene level)



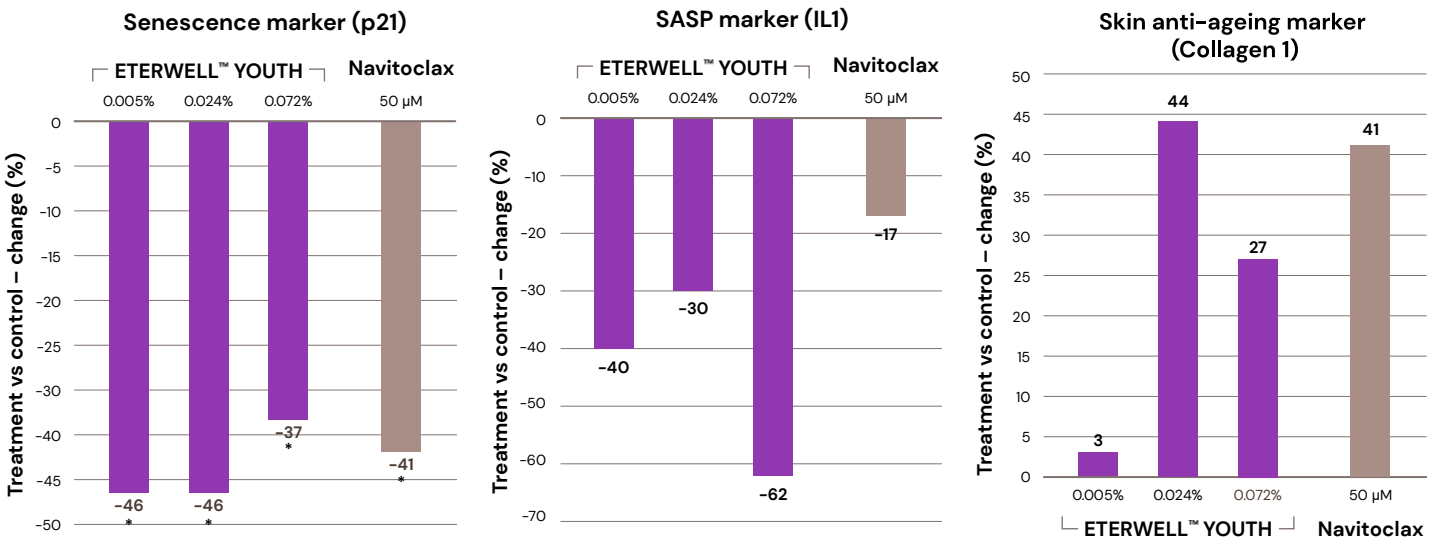
Schedule of the study

Day 0	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9	Day 10
Fri	Sat	Sun	Mon	Tue	Wed	Thurs	Fri	Sat	Sun	Mon
▲ ▼			▲		▲		▲			▼

Explants sampling ▼ Product application ▲

Strong efficiency *ex vivo*

- **-46% p21**, the senescence biomarker at 0.024% ETERWELL™ YOUTH*
- **-62% SASP** (IL-1) at 0.072% ETERWELL™ YOUTH
- **+44% collagen** at 0.024% ETERWELL™ YOUTH



* $p<0.05$

Navitoclax is an anti-cancer drug with senolytic properties inhibiting the anti-apoptotic Bcl-2 protein.

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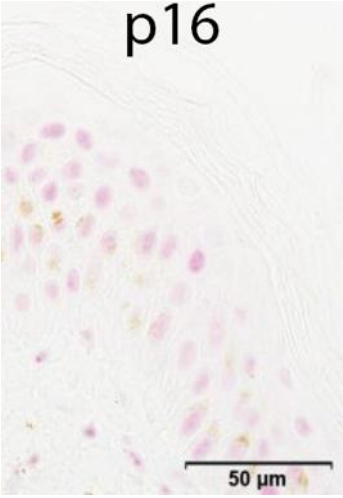
Our solution: ETERWELL™ YOUTH

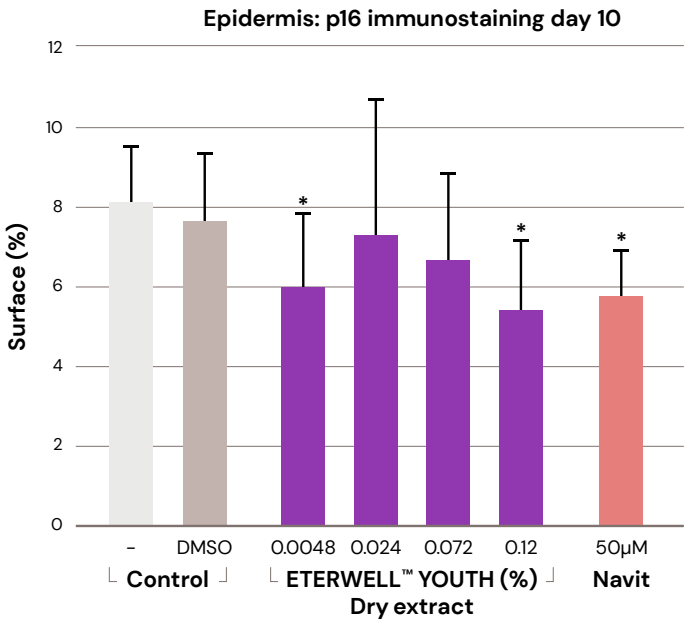
Reduction of 2 main senescence markers *ex vivo*

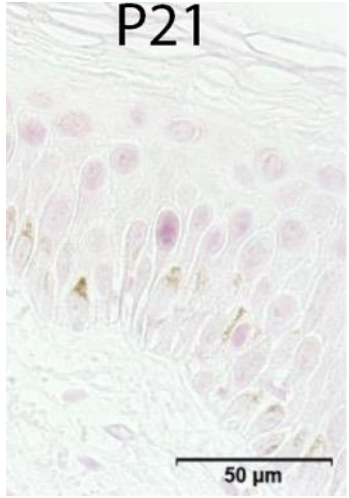
Results at protein level

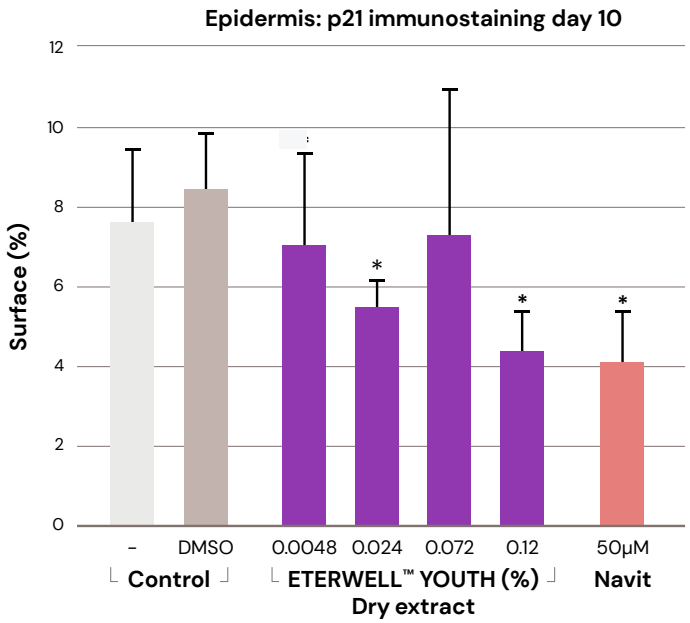
- Epidermis p21 shows a significant reduction by 28% at 0.024%
- Epidermis p16 shows a significant reduction by 27% at 0.0048%

Histological proteins p16 and p21 in epidermis









* p<0.05

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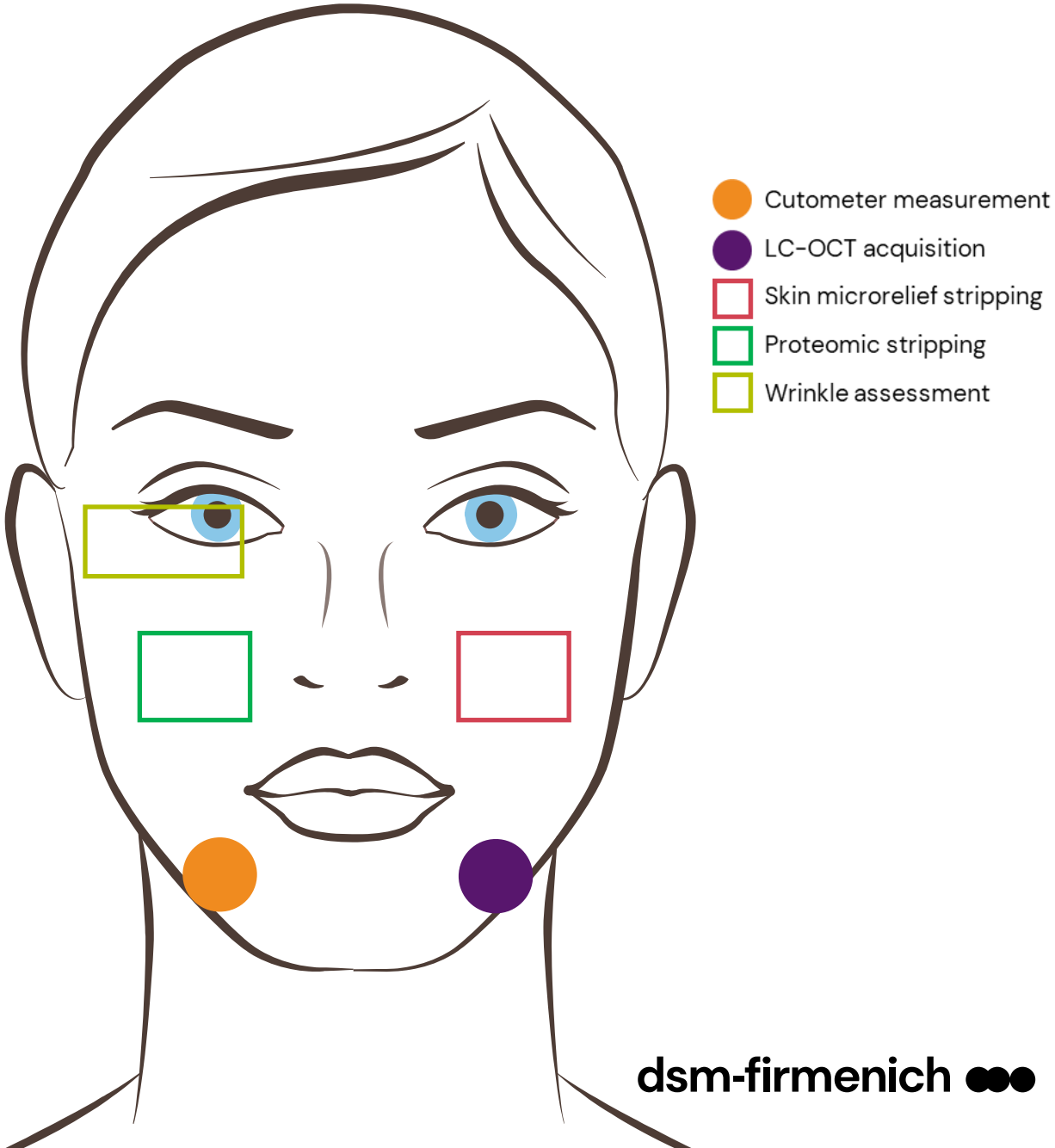
Clinical study design

Double blind *in vivo* study with 2 groups, one placebo and one with 3% ETERWELL™ YOUTH

- Two groups of 25 volunteers each (female with mixed skin ethnicities), aged 45–60 yo, with an average at 55 yo
- Skin phototype II to V
- Twice daily application of cream
- Three-month study
- Skin microrelief (skin texture, smoothness, physiological age)
- Cutometer measurement (skin elasticity and tonicity)
- LC-OCT (DEJ undulation) measurement for skin structure
- Fringe projection (3D scanning): wrinkle analysis (Crow's feet – under eye)
- Skin tape stripping for proteomic analysis senescence markers



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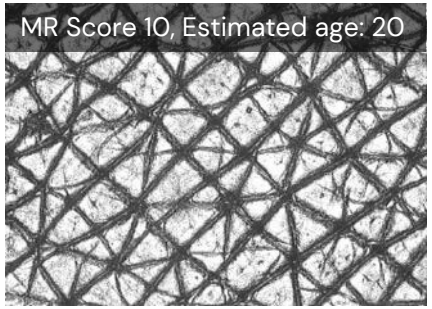
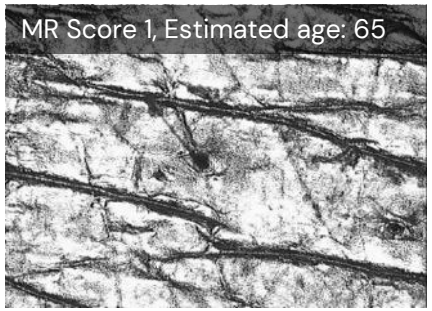
Skin texture

Skin appears 6 years younger in just 2 weeks after using ETERWELL™ YOUTH

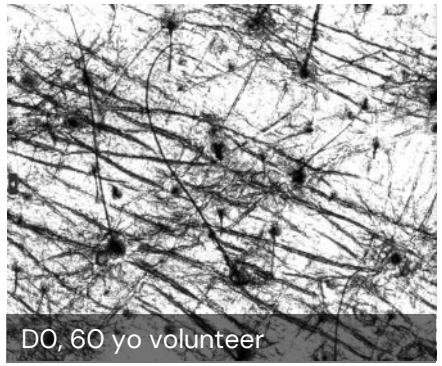
Skin microrelief plays a pivotal role in regulating and determining the location of primary and secondary wrinkles lines[1]

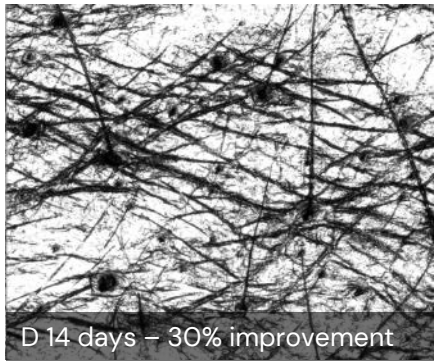
Measurement done on surface sample (cyanoacrylate-like stripping) through Diagnoskin® system composed of a microscope coupled to a digital camera

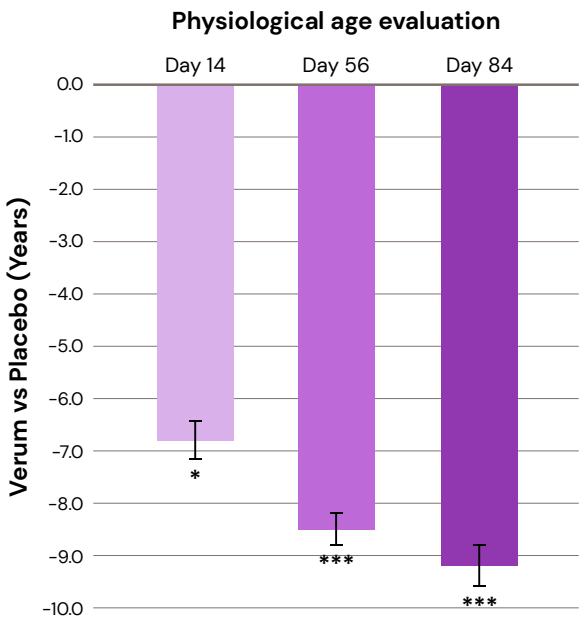


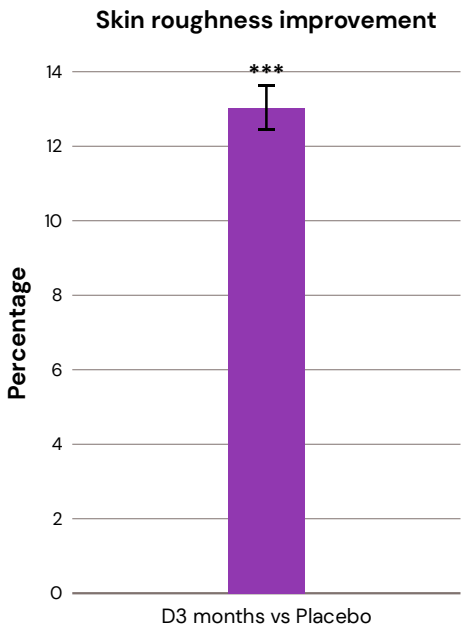


Improvement showed by the increase of vertical lines and the depth of those crossing the horizontal ones. More lines indicate more structured skin, which is lost at older age









* p<0.05
*** p<0.005

- **Short-term:** ETERWELL™ YOUTH significantly improves **skin texture** by **24% after only 2 weeks,** for a smoother skin surface vs placebo
- Skin appears 6 years **younger after 2 weeks** and **9 years younger after 3 months** (35% improvement) of using 3% ETERWELL™ YOUTH ingredient
- Skin looks more radiant[2] and flawless

1 Poorya Chavashnejad et al., Extreme mechanics letters, 2020, 36
2 correlation between microrelief and reflectance of light: Kenichiro et al, J of Dermatological Science, 2012, 66, 3, 225-232

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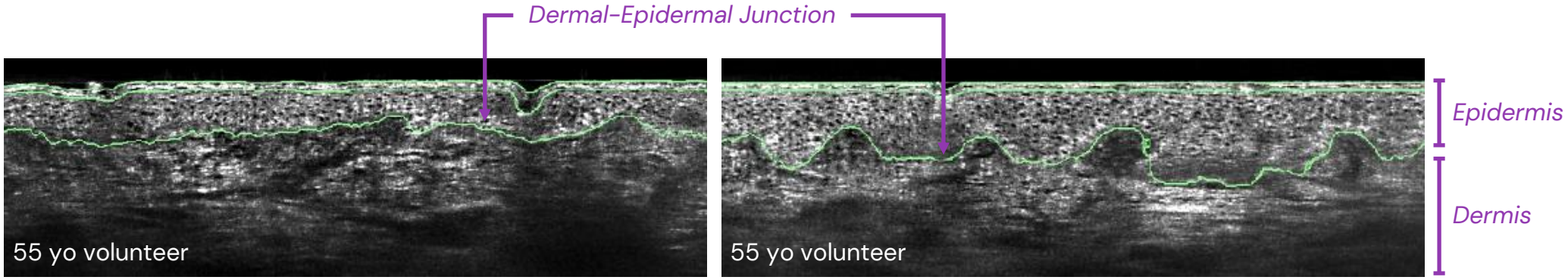
Dermal-Epidermal Junction (DEJ)

Significant improvement of the DEJ undulation for a healthy structured skin



D 0 D 3 months (84 days)

- **+22 % improvement of DEJ undulation** ($p<0.05$) after 3 months vs placebo
- Measurement by cutting edge technology, LC-OCT® (line-field confocal coherence tomography) allows to get 3D images deep into skin with high resolution
- DEJ plays a crucial role in the cellular communication between epidermis and dermis (signaling), gives a structural support for the skin for a supple, firm and healthy skin
- DEJ undulations flattens with age leading to wrinkle and sagging skin

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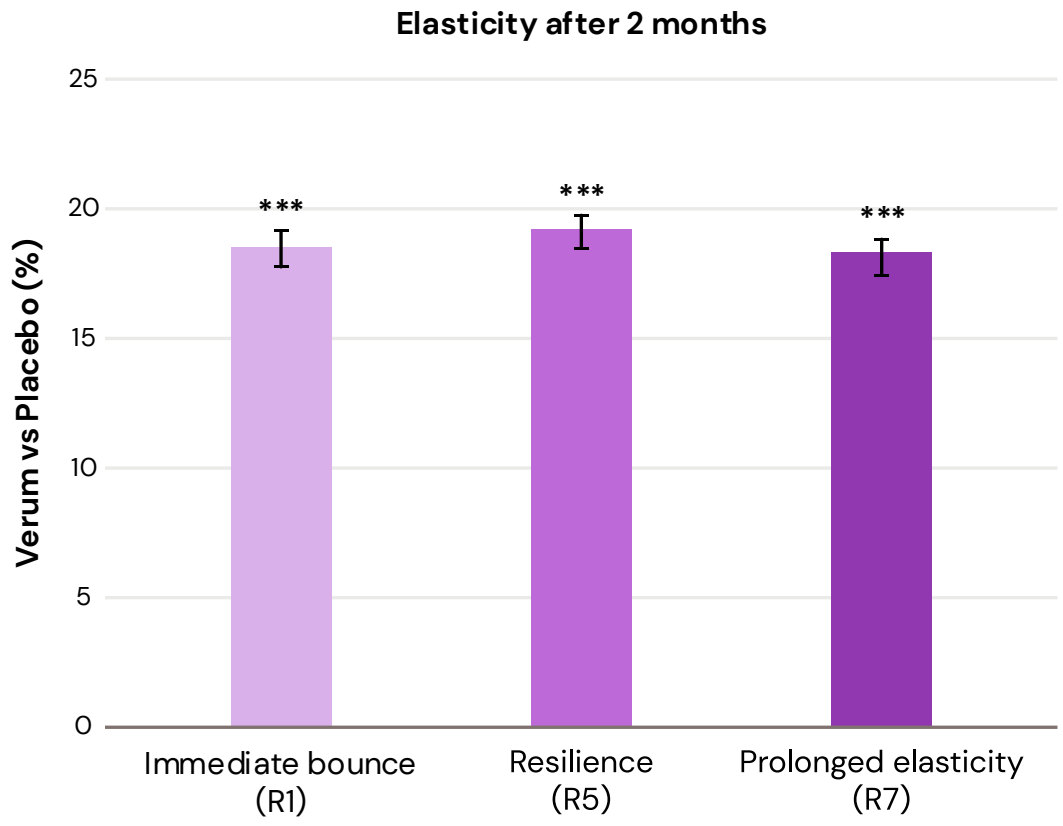
Skin elasticity and firmness

Significantly improved after 2 months



Cutometry assess the deformation of a skin area subjected to a mechanical suction stress (by vacuum) and its recovery power by a non-contact optical measuring system

ETERWELL™ YOUTH (vs placebo):

+18% bouncing (return to original state of skin)

+19% net elasticity (resilience)

+18% skin firmness (prolonged elasticity)

R1 – Immediate Bounce:

R1 is like a rubber band effect, indicating your skin's immediate ability to resist sagging. A lower R1 value means your skin snaps back quickly after a gentle pull.

R5 – Resilience:

R5 is like a mattress that bounces back after you press on it. A higher R5 value suggests that your skin is good at recovering its shape after a more significant stretch, indicating overall elasticity.

R7 – Prolonged Elasticity:

R7 is like the endurance test for your skin. It measures how well your skin keeps its stretch over time. A lower R7 value means your skin doesn't keep stretching indefinitely

*** $p<0.005$

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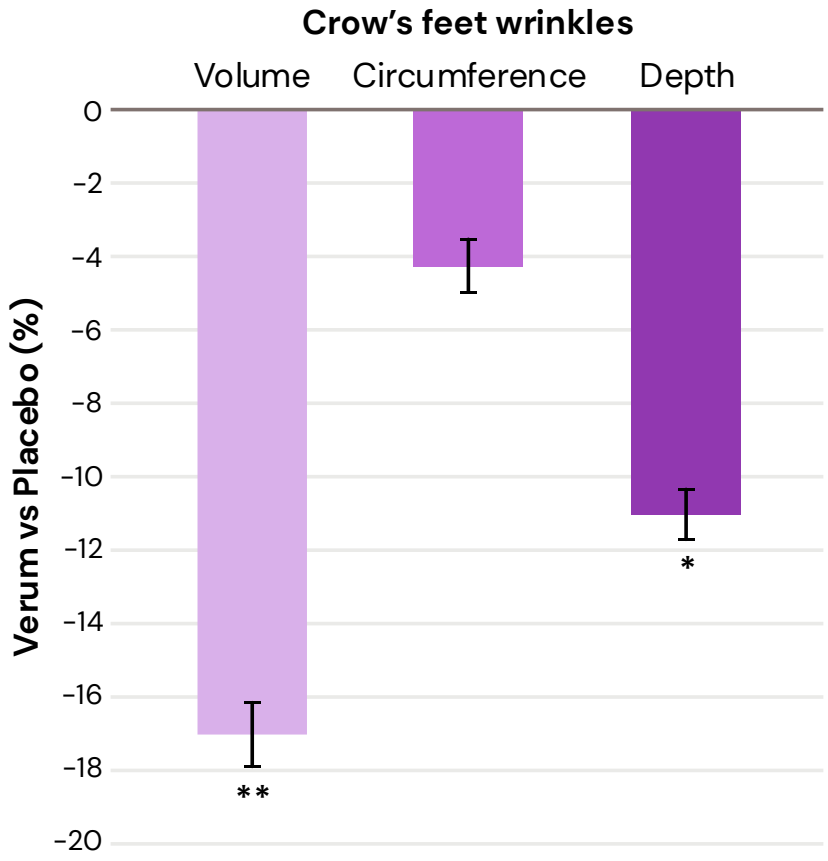
Wrinkle reduction

Significant reduction of crow's feet wrinkle after 3 months



-17% volume and -11% Depth of crow's feet wrinkle volume with ETERWELL™ YOUTH vs placebo

58 yo volunteer

* p<0.05 ** p<0.01

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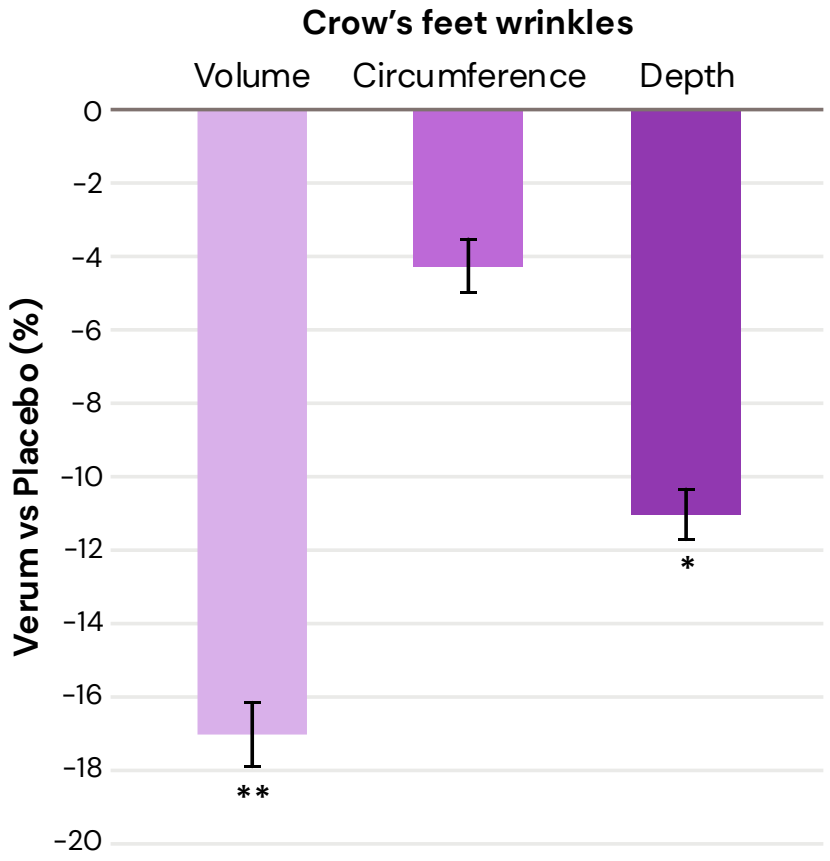
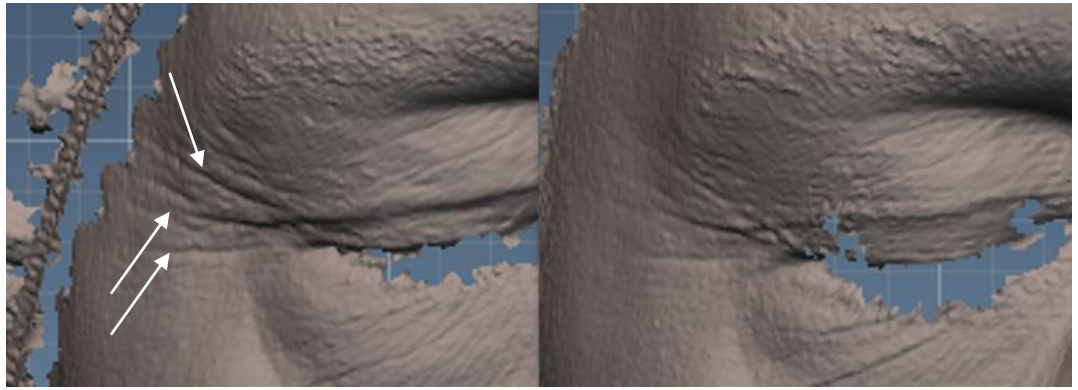
Wrinkle reduction

Significant reduction of crow's feet wrinkle after 3 months



-17% volume and -11% Depth of crow's feet wrinkle volume with ETERWELL™ YOUTH vs placebo



60 yo volunteer

Fringe projection combined with stereometry (High resolution 3D scanning – AEVA-HE®)

* p<0.05 ** p<0.01

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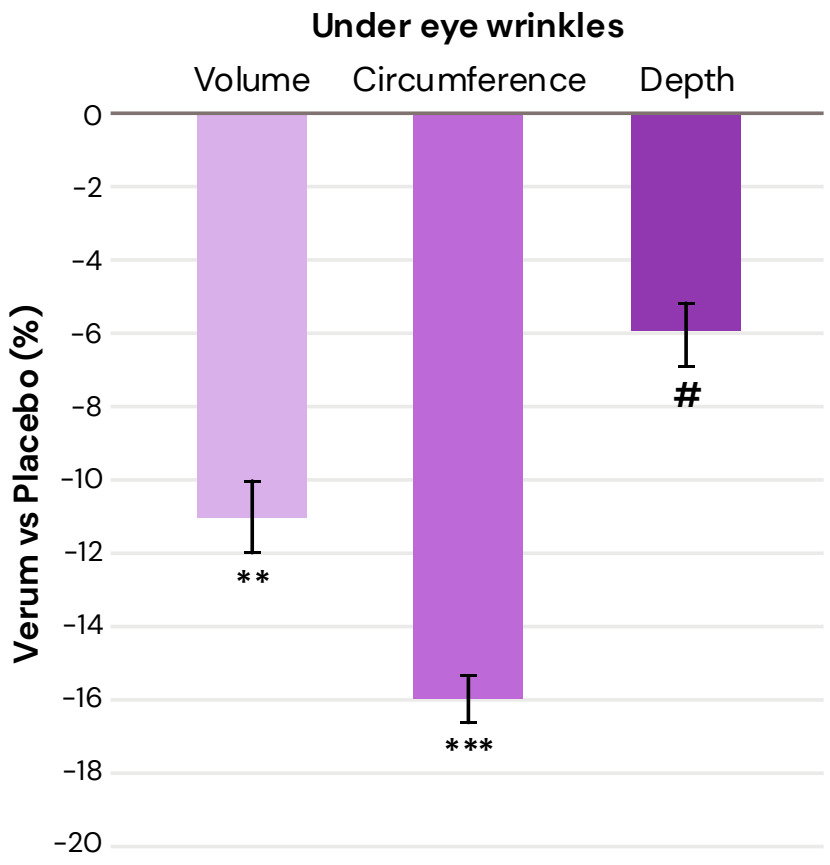
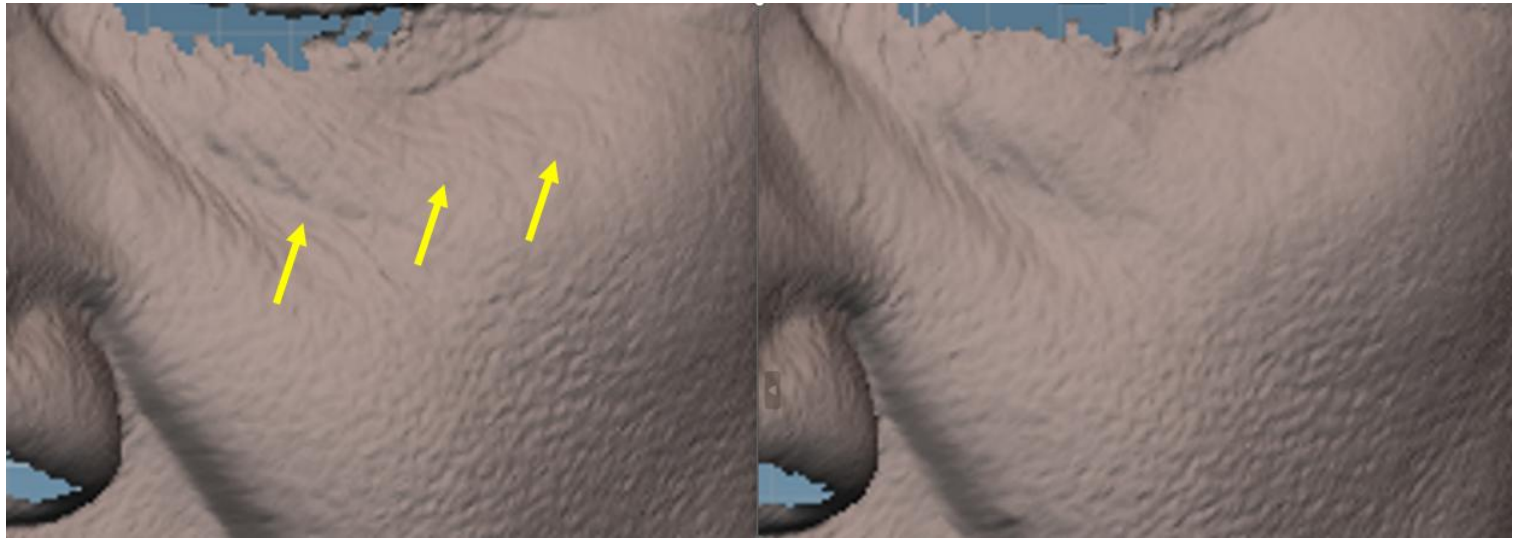
Wrinkle reduction

Significant reduction of under eye wrinkle after 3 months



- 16% Circumference and -11% Volume of under eye wrinkle with ETERWELL™ YOUTH vs placebo



60 yo volunteer

Fringe projection combined with stereometry
(High resolution 3D scanning – AEVA-HE®)

# p<0.1 ** p<0.01 ***p<0.005

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Skin senescence marker reduction *in vivo*

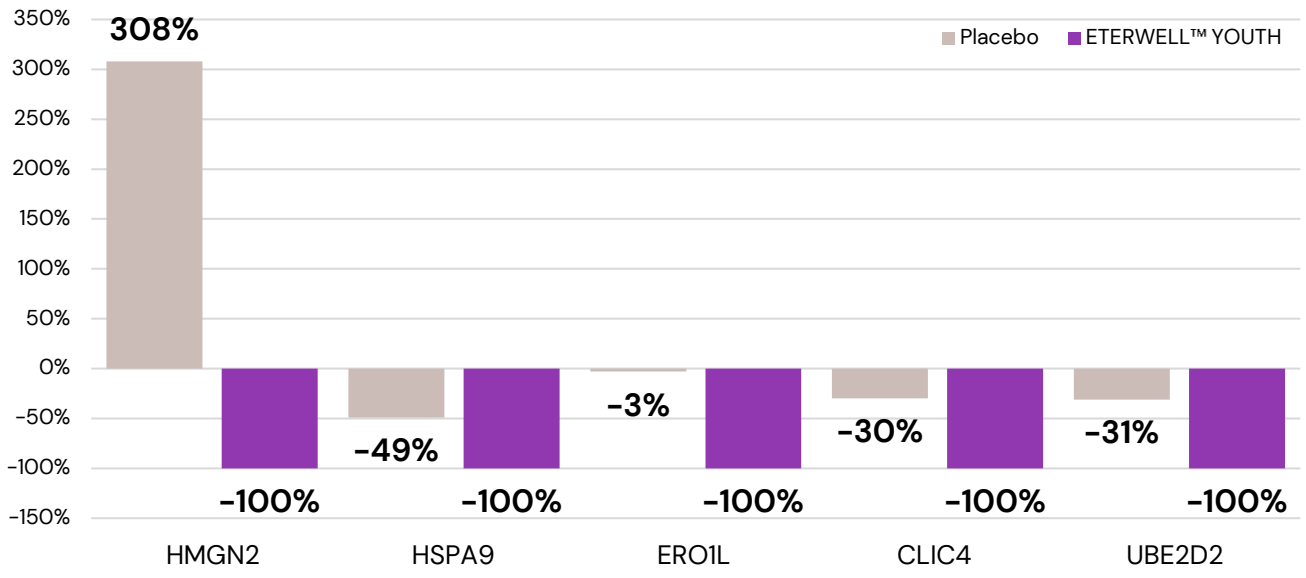
Significant reduction of key markers detected by tape strip

ETERWELL™ YOUTH is able to significantly switched off (below the limit of detection) some key proteins, up-regulated by senescence while placebo has no significant or even detrimental effect.

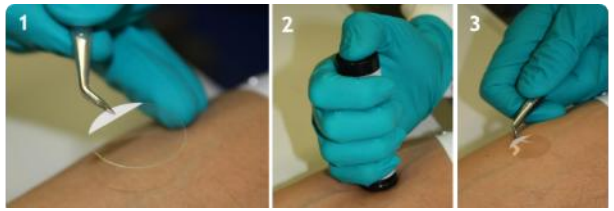
It demonstrates a clear senolytic activity *in vivo*

Proteomic analysis of tape strips taken from volunteers' skin

Change of protein level from day 0 to day 84



*** p value <0.001



Here the missing piece to get evidences of senolytic activity *in vivo*

HMGN2: Non-histone chromosomal protein, plays a role in cell cancer and DNA repair, but supports cancer cells and is increased in senescence, is part of SASP

HSPA9: Stress-70 protein, mitochondrial, plays a role in cell regulation, interacts with degradation of p53, increased with senescence as SASP

ERO1L: ERO1-like protein alpha, plays a role in endoplasmic reticulum, stress induced damages, accelerates senescence and aging

CLIC4: Chloride intracellular channel protein 4: regulates fundamental cellular processes, but is specifically involved in cancer cells, increased with senescence as SASP

UBE2D2: Ubiquitin-conjugating enzyme E2D2, mediates the selective degradation of abnormal proteins, negative effect on p53, increased with senescence

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ETERWELL™ YOUTH + SYN®-COLL CB

The buddy system for skin longevity

April 2026

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Combining our pharma-inspired skincare technologies

Senolytic Science targets cellular senescence, a fundamental hallmark of aging.

Inspired by pharmaceutical strategies, Senolytic Skincare selectively remove the dermo-destructive senescent cells that accumulate over time within the skin, enabling the skin's natural renewal processes, such as collagen production, to thrive.

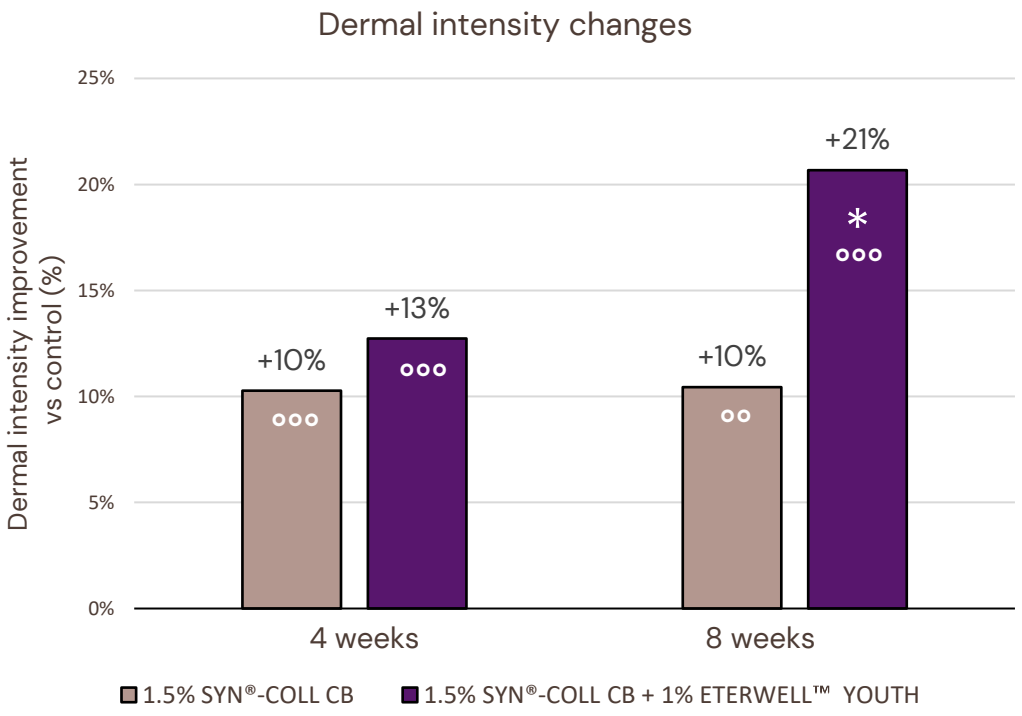
A pharma-inspired approach to skincare that supports skin longevity by maintaining healthier, more youthful skin.

Transforming Growth Factor Beta (TGF-β) emerges in regenerative medicine, offering exciting possibilities for tissues repair, from wound healing to long-term maintenance of skin structure, including the regulation of Collagen.

A healthy Collagen network requires fully functioning TGF-β. TGF-β's active amount in the skin is reduced as we age. By biomimicking TGF-β's activation SYN®-COLL CB helps to support Collagen network for lifelong slow aging.

ETERWELL™ YOUTH + SYN®-COLL CB restores skin structure

- +13% more Collagen in 4 weeks, +21% in 8 weeks
- 2x significantly better than SYN®-COLL CB alone after 8 weeks



1.5% SYN®-COLL CB alone is significantly better than baseline

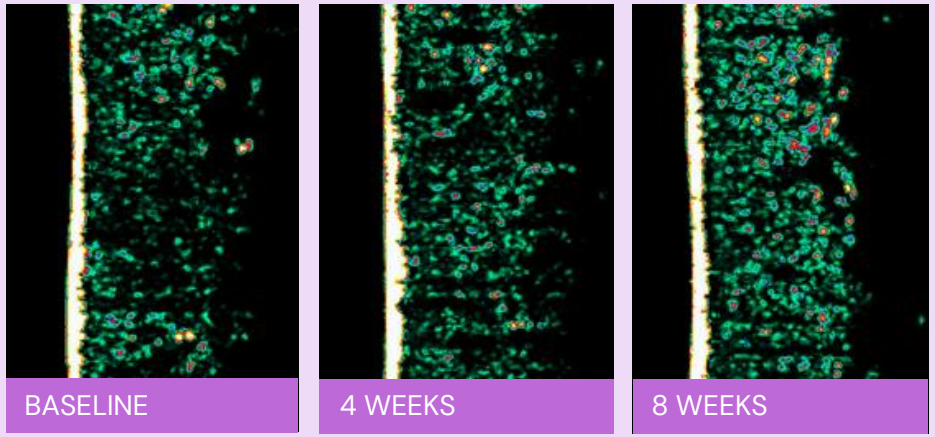
°p < 0.05, °° p < 0.01, °°°p < 0.001 compared to baseline

*p < 0.05, ** p < 0.01, ***p < 0.001 compared to 1.5% SYN®-COLL CB formulation

1% ETERWELL™ YOUTH + 1.5% SYN®-COLL CB

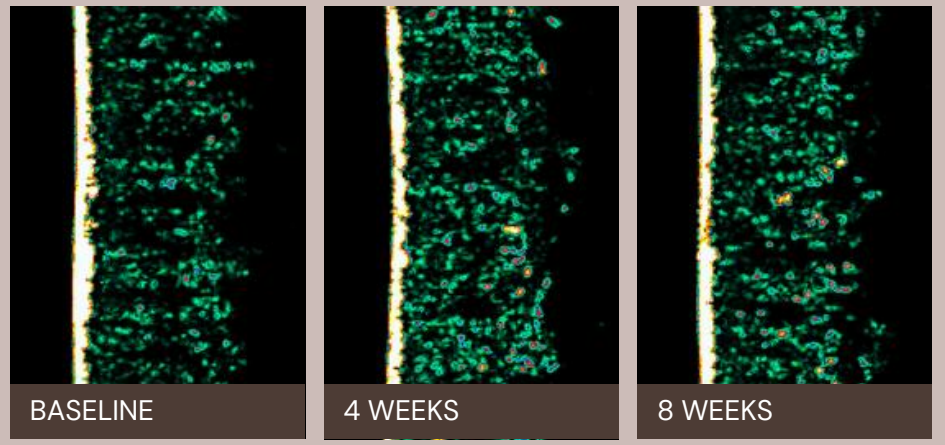
Volunteer 6
Cheek Left
(age 50)

Skin ultrasound images



1.5% SYN®-COLL CB

Volunteer 6
Cheek Right
(age 50)



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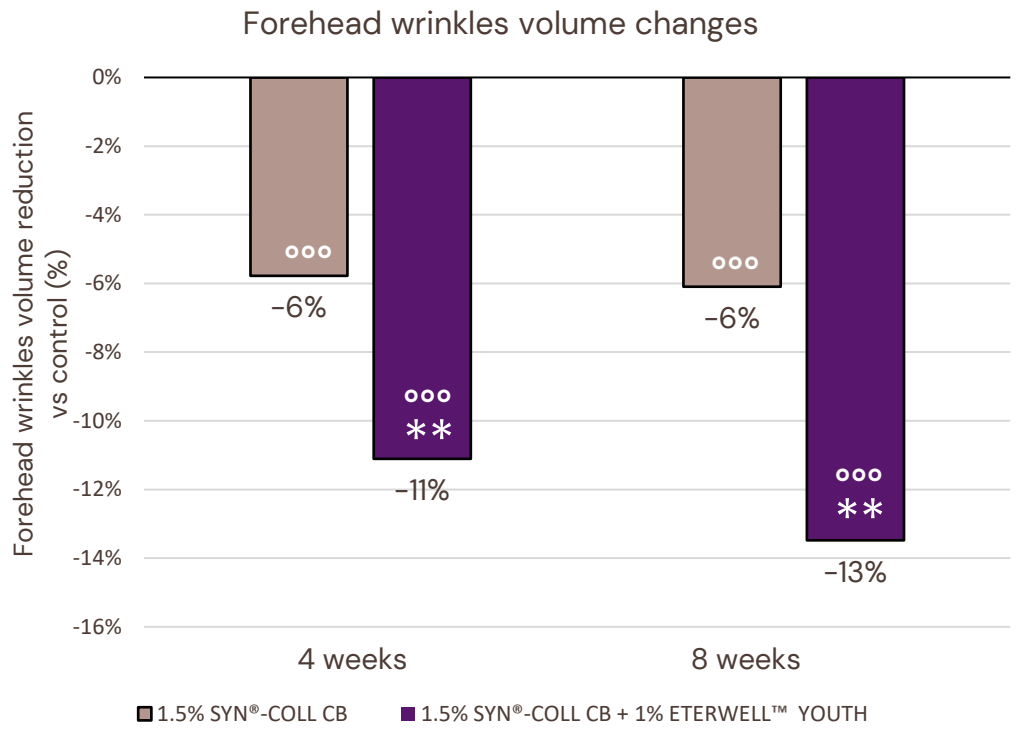
ETERWELL™ YOUTH + SYN®-COLL CB smoothens forehead wrinkles

- -11% forehead wrinkle volume in 4 weeks
- 2x significantly better than SYN®-COLL CB alone



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1% ETERWELL™ YOUTH + 1.5% SYN®-COLL CB

Volunteer 11
Forehead Right (age 52)

BASELINE

4 WEEKS

8 WEEKS

Skin Visia images

1.5% SYN®-COLL CB

Volunteer 11
Forehead Left (age 52)

BASELINE

4 WEEKS

8 WEEKS

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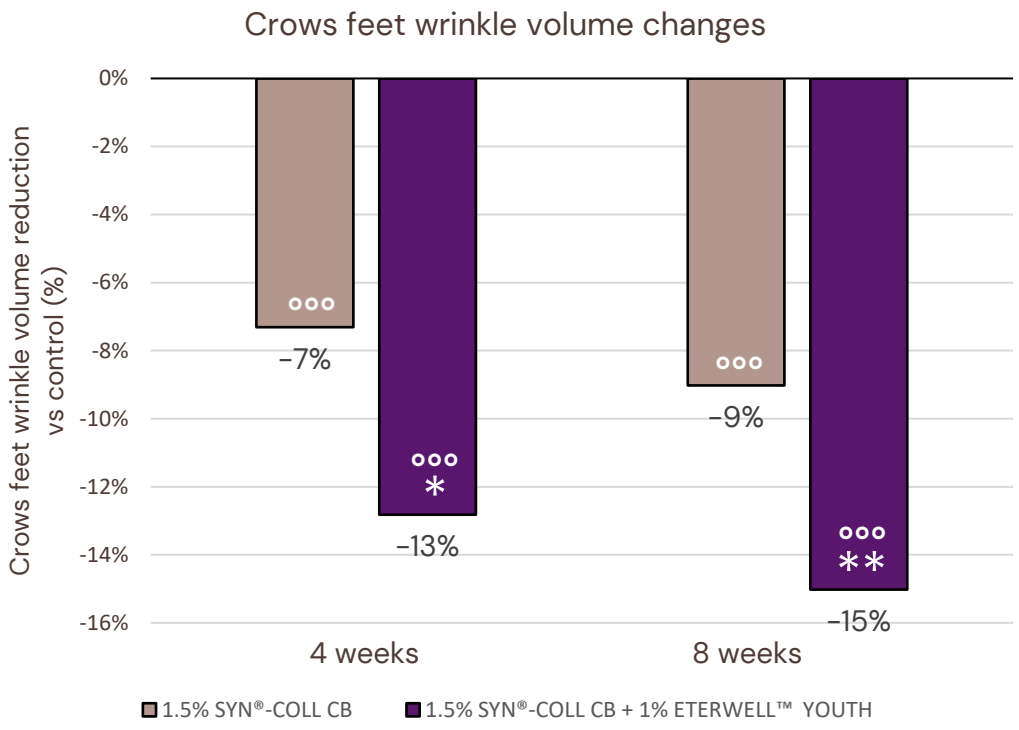
ETERWELL™ YOUTH + SYN®-COLL CB reduces crows' feet wrinkles' volume

- -13% crows' feet wrinkles' volume in 4 weeks
- 2x significantly better than SYN®-COLL CB alone



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*p < 0.05, ** p < 0.01, ***p < 0.001 compared to 1.5% SYN®-COLL CB formulation

1% ETERWELL™ YOUTH + 1.5% SYN®-COLL CB

Volunteer 11
Forehead Right
(age 57)

Skin Visia images

1.5% SYN®-COLL CB

Volunteer 11
Forehead Left
(age 57)

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Pore size: a visible readout of dermal matrix fatigue

Pores size is one of the most challenging signs of aging to reverse. As skin sags, pores stretch and become more visible. Reduced collagen and skin elasticity are key contributors to enlarged pores.

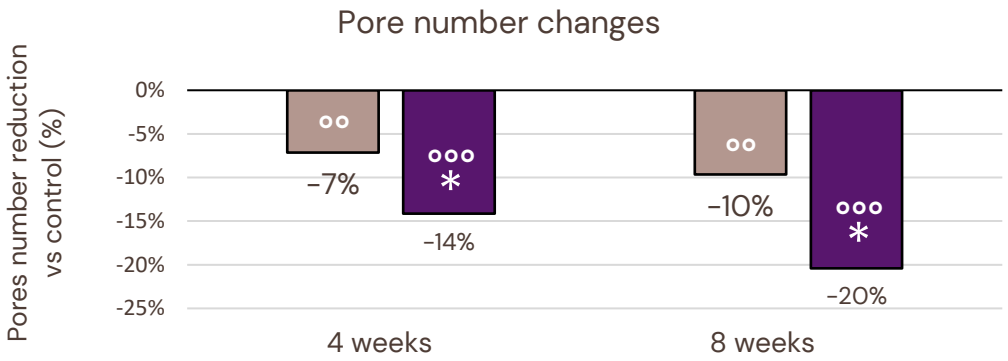
The visibility of facial pores emerges as a highly influential trigger of age perception among Asian populations [1].

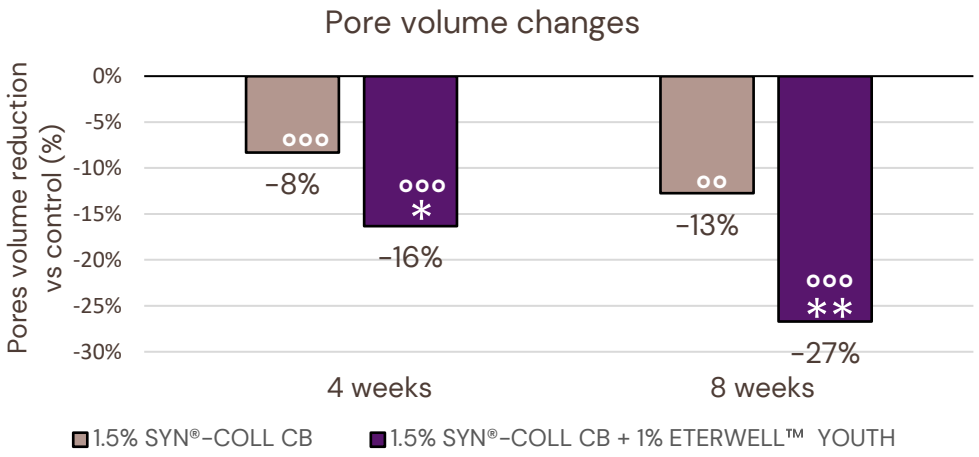
Pictures from dsm-firmenich 2025 ETERWELL™ YOUTH + SYN®-COLL CB clinical study show increased visibility of pores over lifetime

[1] Source: "Facial skin aging and perceived age: A multiethnic and multidisciplinary study" by Rainer Voegeli et al., published in the International Journal of Cosmetic Science

ETERWELL™ YOUTH + SYN®-COLL CB refines pores

- - 14% pore number, -16% pore volume after 4 weeks
- 2x significantly better than SYN®-COLL CB alone





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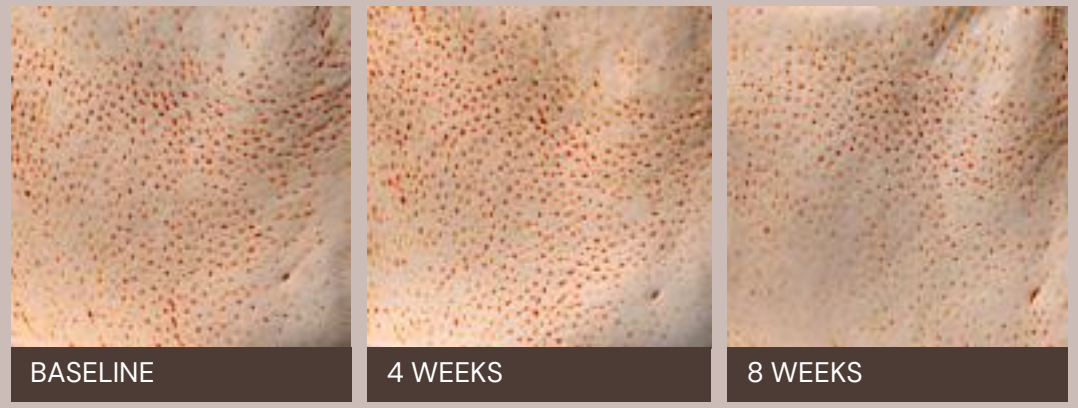
1% ETERWELL™ YOUTH + 1.5% SYN®-COLL CB

Volunteer 4
Cheek Left
(age 52)

Skin Antera images

1.5% SYN®-COLL CB

Volunteer 4
Cheek Right
(age 52)



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Outstanding results

Organic, ethical and fully traceable bioactive

1. Direct senolytic effect:

-52% senescent fibroblasts with 0.0005%* ETERWELL™ YOUTH*

+200% increase of cell death after only 48 hours (Realtime visualisation)*

-46% p21 expression (senescence marker) at 0.024% † **

-62% SASP (IL-1) at 0.072% † **

Outstanding active boosting effect

+44% Collagen I expression at 0.024%† **

+54% boosting activity of **Retinol** on Collagen 1 by ETERWELL™ YOUTH vs Retinol alone *

X2 the efficacy of 1.5%SYN®-COLL CB on wrinkles volume and on pores (number&volume) at 1%***

3. Holistic healthy aging activities with 3% ETERWELL™ YOUTH ***

- 6 years: skin appearance looks 6 years younger in just 2 weeks, +24% improvement of skin texture after 2 weeks, improvement of skin smoothness and skin radiance.

+22% improvement of **skin undulation** at the Dermal-Epidermal junction for a better skin structure after 3 months

+18% skin elasticity and bouncing improvement after 2 months

-17% wrinkle volume reduction on crow's feet and -16% wrinkle circumference reduction on under eye area after 3 months

- Dry extract: ratio to be applied X40 to get the equivalence of commercial extract, for instance 0.0005%= 0.002% and 0.024% = 1%
- * in vitro, ** ex vivo ***

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ETERWELL™ YOUTH: Holistic Sustainable Solution

Naturality with no compromise on people and planet

Biodiversity protection

Preserving Swiss alpine biodiversity through organic cultivation and sustainable land use

Cosmos/Natrue certified ingredient

Regenerative farming

Aligned with the Union Ethical BioTrade (UEBT) Regenerative Farming (beyond responsible sourcing and ethical practices)

Focuses on improved soil restoration, water purification, maintenance of biodiversity, and enhanced climate resilience

Responsible sourcing

Fair for Life fair trade certified

Transparent and traceable supply chain from seeds to bioactive

Ethical relationship with small stakeholders

Guaranteed minimum price for farmer, fixed before the harvesting season

Limited environmental impact

Low carbon footprint with less than 3kg CO2eq/kg

Application of green chemistry principles and gentle extraction process using organic ethanol

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ETERWELL™ YOUTH

INCI name: Epilobium Fleischeri Leaf/Stem Extract, Glycerin, Aqua, Citric acid
Product Code: 5017810

FAIR TRADE CERTIFIED

A unique approach in Europe, illustrating an historical and transparent collaboration along the value chain (Farming for Beauty Program)

Environmental impact

Carbon footprint*
2.9 kg CO2 eq/kg

Biodegradability
Main component is readily biodegradable

Water footprint and related water scarcity level*
220 l/kg and risk of 1.5-2/5

Renewable electricity
100% purchased renewable electricity

Traceability

Highlights related to Supply Chain control
Full ownership of the production, traceable from seed to active ingredient
Short and local supply chain, direct relationship with the farmers and cooperative

Feedstock origin
Epilobium Fleischeri Leaf/Stem, Citric Acid (fermentation), Glycerin from rapeseed

Responsible sourcing
No palm oil derivatives

Social Impact

Sustainable livelihoods
The alpine plant supply chain is certified Fair Trade. "Farming for beauty" ensures full traceability from seed to extract thanks to a historical, local and transparent collaboration.
Organic cultivation for healthier working conditions.

Impact on health and well-being
Restores the skin's health appearance with less sebum and balanced skin microbiome

Identity

Natural-origin
100% according to ISO 16128

naturals from DSM

Certifications

COSMOS CERTIFIED

fair for life

Aligned with and contributing to the SUSTAINABLE DEVELOPMENT GOALS

3 GOOD HEALTH AND WELL-BEING

8 DECENT WORK AND ECONOMIC GROWTH

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

*Calculation methods:

- **Carbon footprint**: IPCC 2013
- **Water footprint**: calculated by ReCiPe 2016 Midpoint (H) V1.03 / World (2010), aligned with WBCSD guidelines
- **Water scarcity level**: WRI (world resources institute) Aqueduct tool 2019

The carbon and water footprint calculations are based on internally conducted LCA according to ISO 14040/44 guidelines, DSM LCA policy and validated by an internal reviewer.

Naturals | The science of nature

Card version 1

dsm-firmenich

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ETERWELL™ YOUTH

Organic, ethical and fully traceable plant extract, grown in ancient alpine moraines

Plant: *EPILOBIUM fleischeri* – Alpine willowherb

Parts of the plant: leaves/stems

Harvest: July, Stage: first appearance of flower buds

Standardization in Flavonoids: more than 40mg/100g (UHPLC calculated as Myricitrin)

INCI Name: Glycerin, Water, Epilobium Fleischeri Leaf/Stem Extract, Citric Acid

INCI name China listing: Epilobium Fleischeri Extract

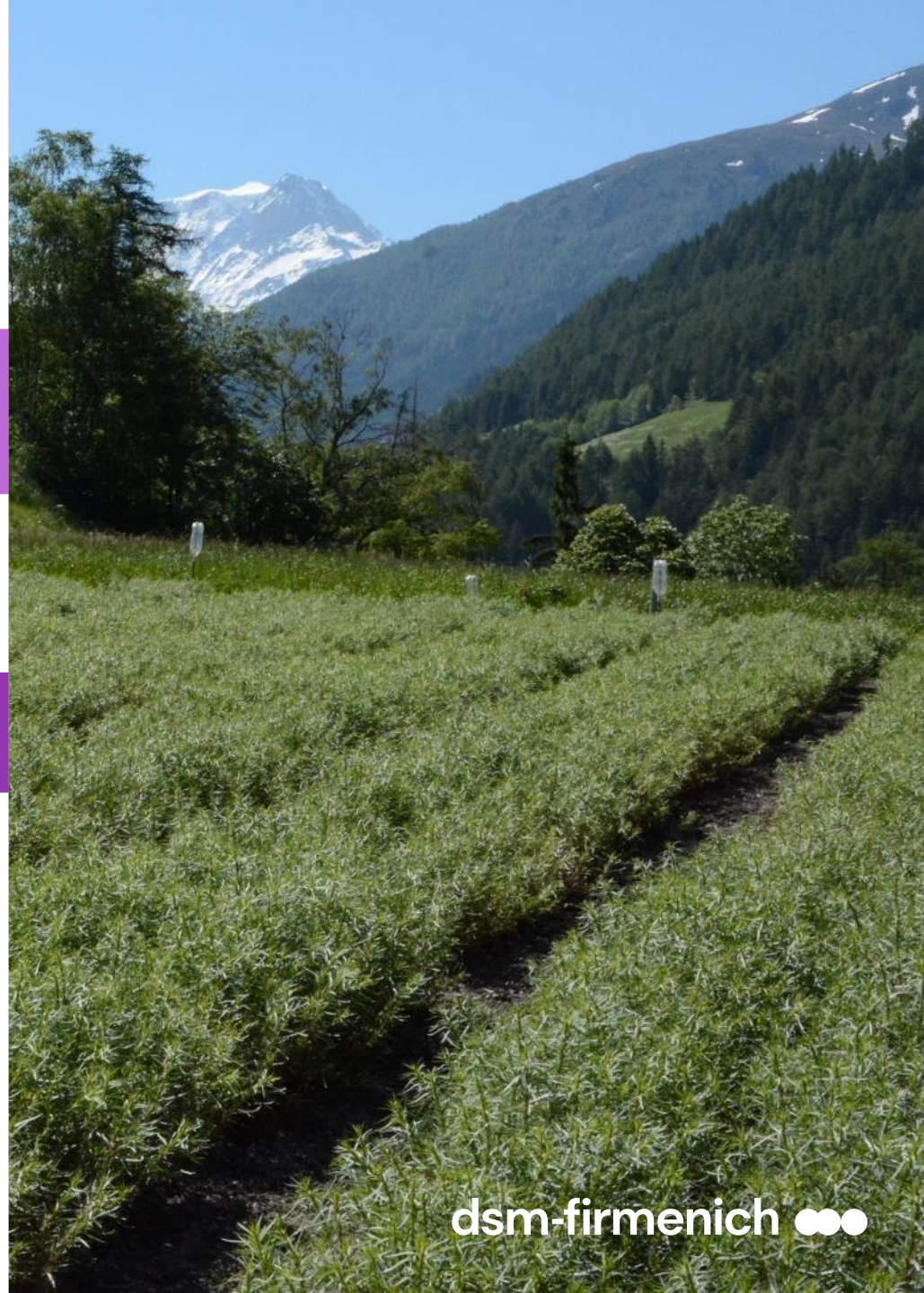
China listing: IECSC listed, IECIC listing

Natural origin content: 100% according to ISO16128

Suggested concentration: 1–3% ETERWELL™ YOUTH

Unique rare plant species sustainably cultivated

Myricitrin as key compound



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ETERWELL™ YOUTH

Key differentiators

2023, PODIUM TALK

33rd Congress ifscc

4-7 September 2023 BARCELONA | Rethinking Beauty Science

- For the first time, full senolytic substantiation *in vitro*, *ex vivo* and *in vivo*
- Truly senolytic active:
  - acts at cellular level to clear dermo-destructive senescent cells (strong reduction of senescent cells (-52%) at very low concentration *in vitro*
  - resulting to reduce SASPs and
  - re-boost collagen *in vitro*
- Outstanding synergetic effect of ETERWELL™ YOUTH with actives such as TGF-ß and Retinol: +54% *in vitro*.
- Innovative assay on real-time apoptosis of senescent cells *in vitro* (+200% elimination of senescent cells in 48h) : nice visualization with holotomography microscope
- Holistic skin health with positive impact across all skin layers: : skin texture (looks 6 years younger in just 2 weeks), skin structure, skin elasticity and wrinkles significantly improves vs placebo after 3 months
- Holistic sustainability: short and traceable supply chain, low environmental impact, organic and fairtrade certified extract

in-cosmetics® global Innovation Zone Best Ingredient Award 2024 GOLD Active Ingredient

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ETERWELL® YOUTH
ID Card

INCI NAME: Epilobium Fleischeri Leaf/Stem Extract (and glycerin, water, citric acid)

SUSTAINABILITY: Organic cultivation, ethical and traceable sourcing, supporting alpine biodiversity with low impact on the environment

TECHNOLOGY:
- Gentle ethanolic extraction of dried rare alpine Willowherb plant following green chemistry principles
- Standardization in Flavonoids (as myricitrin)
- 100% of natural origin – no preservative

TECHNICAL:
Form: Liquid
Use level: 1-3%
Solubility: Water
pH of use: 3.5- 5.5
Preservative: Free
Biodegradable: Main components readily biodegradable

BENEFITS:
- Helps revert skin damage induced by zombie cells in excess*
- Boost collagen*
- Appearance of wrinkles are significantly reduced**
- Restores the skin structure with improved skin elasticity and smoothness**
- Increases skin resilience with skin texture rebirth**
- Helps slow down the premature ageing of skin**
- Provides a rejuvenated skin appearance with vibrant healthy looking-skin**

REGISTRATION CERTIFICATION:

** in vitro ** in vivo*

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CELLANEW

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At its best, your skin thrives as harmonious ecosystem ceaselessly renewing itself to radiate vitality and youth.

Yet, with time and exposure to **life's stressors**, this natural process wanes triggering inefficiencies and damages at cellular level, resulting in **unhealthy-look** from the outside. In this context, senescent cells are aged **"zombie cell"** that have lost their functionality and ability to produce key compounds - like **collagen and elastin** – and accumulate within, weakening their environment and causing an unrelenting cycle of **inflammation and premature aging**.

ETERWELL™ YOUTH homes in on these troublesome cells eliminating them to rekindle the skin's innate rejuvenation process and unveil the radiant beauty within.

Powered by Senolytic Science, the range operates at the very core of your skin's essence, bringing the infinite wonders of cellular beauty to all skin types, genders and ages.

CELLANEW

A NEW LIFE FOR YOUR SKIN

For infinite well-ageing,
powered by Senolytic Science.

WITH

ETERWELL™ **YOUTH**

dsm-firmenich

CELLANEW

REJUVENATION SERUM

99.88% NATURAL ORIGIN CONTENT

With **ETERWELL™ YOUTH**,
REGU®-AGE CB,
TILAMAR® PDO with NOOVISTA™ and
SPARK THE SENSES P00Z613

Experience plumped, infinity radiant skin. This Rejuvenation Serum, has a minimalistic formula containing **ETERWELL™ YOUTH** for multifunctional care that leaves the skin nourished and protected in combination with **REGU®-AGE CB** for a smoother, rejuvenated and healthier-looking complexion. Its lightweight texture is effortless absorbed into the skin, heightening the strength of its barrier without weighting it down.

A new life for your skin with
ETERWELL™ **YOUTH**

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Rejuvenation Serum

99.88% natural origin content
According to ISO16128

Procedure:

1. Prepare Phase A.
2. Prepare phase B.
3. Add phase B into Phase A under stirring.
4. Add Phase C into Phase A+B little by little under stirring.

Technical data:

pH: 4.5

Viscosity: Liquid

	Ingredients	Function	% w/w
A	Aqua	Solvent	74,90
	ETERWELL™ YOUTH (EPILOBIUM FLEISCHERI LEAF / STEM EXTRACT, GLYCERIN, AQUA, CITRIC ACID)	Active	3,00
	REGU®-AGE CB (GLYCINE SOJA (SOYBEAN) PROTEIN, HYDROLYZED RICE PROTEIN, SUPEROXIDE DISMUTASE, GLYCERIN, AQUA, PENTYLENE GLYCOL, 1,2-HEXANEDIOL, CAPRYLYL GLYCOL, SODIUM BENZOATE, SODIUM DEXTRAN SULFATE	Active	2,00
B	**TILAMAR® PDO with NØØVISTA™** (PROPANEDIOL)	Solvent, active	20,00
C	**SPARK THE SENSES POOZ613** (PARFUM, LINALOOL, LIMONENE, CITRUS LIMON PEEL OIL, CITRUS AURANTIUM BERGAMIA PEEL OIL, HYDROXYCITRONELLAL, LINALYL ACETATE, CITRONELLOL, CITRUS AURANTIUM PEEL OIL)	Provides olfactive identity	0,10

SK-E-102409-26

The formulation fulfils the 6 weeks stability at 50°C and the 3 months stability at 4°C, 40°C, room temperature and daylight.

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CELLANEW

REVIVE & GLOW FOUNDATION

95.37% NATURAL ORIGIN CONTENT

With **ETERWELL™ YOUTH**, **PENTAVITIN®**, **STIMU-TEX® AS**, **Niacinamide PC** and **SPARK THE SENSES P00Z613**

Revive your inner beauty and glow from within with the help of **ETERWELL™ YOUTH** and **Niacinamide PC**. This satin-smooth, with high coverage, cold-processed foundation first hydrates and soothes the skin with **PENTAVITIN®** and **STIMU-TEX® AS** and effectively helps reduce fine lines and wrinkles, enhancing skin power to rejuvenate complexion glow and going deep beneath the surface of the skin to help target signs of ageing at the core. Enabling you to feel infinitely youthful, inside and out.

A new life for your skin with

ETERWELL™ **YOUTH**

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Revive & Glow Foundation

95.37% natural origin content
According to ISO16128

Procedure:

1. Prepare Phase A under stirring.
2. Prepare phase B and add it into Phase A under stirring.
3. Prepare phase C and heat up to 40°C.
4. Add Phase C into Phase A+B under Ultra-Turrax homogenization.
5. Keep homogenizing at 13 000 rpm for 2 minutes.
6. Let stir 15-20 minutes.

Technical data:

pH: 5,6

Viscosity (Spindle RV-3/ 10rpm): 12 620 mPa.s

	Ingredients	Function	% w/w
A	AQUA	Solvent	52,29
	CAPRYLYL GLYCOL, GLYCERYL CAPRYLATE/CAPRATE, GLYCERIN	Preservative booster	1,00
	LAURYL GLUCOSIDE, MYRISTYL GLUCOSIDE, POLYGLYCERYL-6 LAURATE, AQUA	Emulsifier	3,00
	ETERWELL™ YOUTH (EPILOBIUM FLEISCHERI LEAF / STEM EXTRACT, GLYCERIN, AQUA, CITRIC ACID)	Active	3,00
	PENTAVITIN® (SACCHARIDE ISOMERATE, AQUA, CITRIC ACID, SODIUM CITRATE)	Active	2,00
	Niacinamide PC (NIACINAMIDE)	Active	4,00
B	PROPANEDIOL	Active	5,00
	ACACIA SENEGAL GUM, XANTHAN GUM	Thickener	0,50
	POLYACRYLATE CROSSPOLYMER-6	Thickener	0,20
	HYDROXYETHYL ACRYLATE/SODIUM ACRYLOYLDIMETHYL TAURATE COPOLYMER, SQUALANE, POLYSORBATE 60	Thickener	0,50
C	SQUALANE	Emollient	5,00
	TRIHEPTANOIN	Emollient	5,00
	STIMU-TEX® AS (ARGANIA SPINOSA KERNEL OIL, TOCOPHEROL, BUTYROSPERMUM PARKII (SHEA BUTTER) EXTRACT, SPENT GRAIN WAX)	Active	3,00
	COCO-CAPRYLATE/CAPRATE	Emollient	4,00
	DIISOPROPYL ADIPATE	Emollient	3,00
	CI 77891, POLYGLYCERYL-2 TETRAISOSTEARATE	Pigment	7,00
	CI 77491, POLYGLYCERYL-2 TETRAISOSTEARATE	Pigment	0,13
	CI 77492, POLYGLYCERYL-2 TETRAISOSTEARATE	Pigment	1,01
	CHARCOAL POWDER	Pigment	0,12
	SPARK THE SENSES POOZ613 (PARFUM, LINALOOL, LIMONENE, CITRUS LIMON PEEL OIL, CITRUS AURANTIUM BERGAMIA PEEL OIL, HYDROXYCITRONELLAL, LINALYL ACETATE, CITRONELLOL, CITRUS AURANTIUM PEEL OIL, PINENE, TERPINEOL, TETRAMETHYL ACETYLOCTAHYDRONAPHTHALENES)	Provides olfactive identity	0,25

SK-E-102408-7

The formulation fulfils the 6 weeks stability at 50°C and the 3 months stability at 4°C, 40°C, room temperature and daylight.

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CELLANEW

SHIELD & REVITALIZE CREAM WITH SPF 50

With **ETERWELL™ YOUTH, PENTAVITIN®, Niacinamide PC, DL-alpha-Tocopheryl Acetate, Mixed Tocopherols 95, PARSOL® EHS, PARSOL® 1789, PARSOL® EHT, PARSOL® Shield, AMPHISOL® K** and **SPARK THE SENSES P00Z613**

For daily UV cover that targets ageing at the core, choose CELLANEW Shield & Revitalize cream: a featherlight facial or body cream in a roll-on with broad UVA & UVB protection. This multifunctional cream beyond its sun filter properties, first provides a deep skin hydration and an improved skin barrier thanks to **PENTAVITIN®** and **Niacinamide PC**. In addition, it is powered with **ETERWELL™ YOUTH**, boosting skin's texture and elasticity and targeting ageing signs – all with a breathable texture that leaves you feeling refreshed for the day ahead.

A new life for your skin with
ETERWELL™ **YOUTH**

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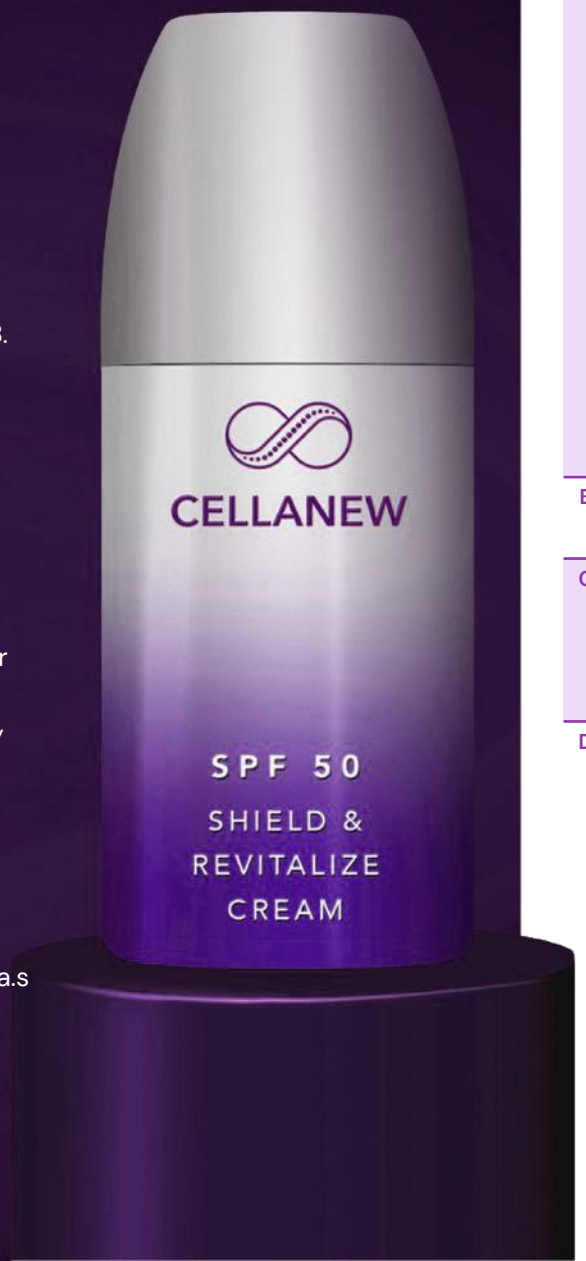
Shield & Revitalize Cream SPF 50*



Procedure:

1. Prepare Phase A and Heat-up to 80°C under stirring.
2. Prepare Phase B.
3. Pre-mix Phase C and add it to Phase B.
4. Heat-up Phase B+C to 80°C under stirring.
5. Add Phase B+C into Phase A under stirring.
6. Homogenize with Ultra-Turrax for 5 minutes.
7. Adjust the pH to 5.0-5.5.
8. Cool down to room temperature under gentle stirring.
9. Add the ingredients of Phase D one by one under stirring.
10. Adjust the pH around 5.5.

Technical data:

pH: 5,65

Viscosity (Spindle RV-4/ 10rpm): 6540mPa.s

SPF (*Expected): 50

The formulation fulfils the 3 months stability at 4°C, 40°C, 50°C, room temperature and daylight.

	Ingredients	Function	% w/w
A	DIETHYLHEXYL BUTAMIDO TRIAZONE	UVB-Filter	1,00
	DIBUTYL ADIPATE	Emollient	4,00
	DICAPRYLYL CARBONATE, TOCOPHEROL	Emollient	3,00
	C12-15 ALKYL BENZOATE	Emollient	7,00
	PARSOL® EHS (ETHYLHEXYL SALICYLATE)	UVB-Filter	5,00
	PARSOL® 1789 (BUTYL METHOXYDIBENZOYLMETHANE)	UVA Filter	4,70
	PARSOL® EHT (ETHYLHEXYL TRIAZONE)	UVB Filter	4,40
	PARSOL® Shield (BIS-ETHYLHEXYLOXYPHENOL METHOXYPHENYL TRIAZINE)	Broad Spectrum UV-Filter	3,80
	PHENOXYETHYL CAPRYLATE	Emollient	3,70
	C14-22 ALCOHOLS, C12-20 ALKYL GLUCOSIDE	Emulsifier	3,00
	AMPHISOL® K (POTASSIUM CETYL PHOSPHATE)	Emulsifier	1,00
	ISOPROPYL LAUROYL SARCOSINATE	Emollient	2,60
	CETYL ALCOHOL	Co-emulsifier	0,50
	HYDROGENATED CASTOR OIL	Emollient	0,40
B	Aqua	Solvent	33,38
	SODIUM POLYPHOSPHATE	Chelating agent	0,20
C	PENTYLENE GLYCOL	Preservative Booster	3,00
	TILAMAR® PDO with NØØVISTA™ (PROPANEDIOL)	Solvent, active	3,00
	MICROCRYSTALLINE CELLULOSE, SPHINGOMONAS FERMENT EXTRACT, CELLULOSE GUM	Thickener	0,17
	SUCCINOGLYCAN	Thickener	0,15
D	**ETERWELL™ YOUTH** (EPILOBIUM FLEISCHERI LEAF/STEM EXTRACT, GLYCERIN, WATER, CITRIC ACID)	Active	3,00
	Niacinamide PC (NIACINAMIDE)	Active	3,00
	PENTAVITIN® (SACCHARIDE ISOMERATE, AQUA, CTRIC ACID, SODIUM CITRATE)	Active	2,00
	AQUA	Solvent	6,00
	DL-alpha-Tocopheryl acetate (TOCOPHERYL ACETATE)	Active	0,50
	Mixed Tocopherols 95 (TOCOPHEROL)	Active	0,20
	CAPRYLYL GLYCOL, GLYCERYL CAPRYLATE/CAPRATE, GLYCERIN	Preservative booster	1.00
	SPARK THE SENSES P00Z613 (PARFUM, LINALOOL, LIMONENE, CITRUS LIMON PEEL OIL, CITRUS AURANTIUM BERGAMIA PEEL OIL, HYDROXYCITRONELLAL, LINALYL ACETATE, CITRONELLOL, CITRUC AURANTIUM PEEL OIL, PINENE, TERPINEOL, TETRAMETHYL ACETYLOCTAHYDRONAPHTHALENES)	Provides olfactive identity	0,30

SK-E-102413-20

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CELLANEW

CELLULAR AGE RESET SERUM

99.77% NATURAL ORIGIN CONTENT

With **ETERWELL™ YOUTH**, **SYN®-COLL CB**, **Ascorbic Acid Ultra Fine Powder**, **ARGAN OIL, Mixed Tocopherols 95** and **SPARK THE SENSES P00Z613**

The infinite power-hitting serum for all skin complexion concerns, with **ETERWELL™ YOUTH**. Boosting collagen with a concentrated formula with **SYN®-COLL CB** and **Ascorbic acid**, it's been specifically designed to work on a cellular level, reducing the appearance of fine lines and wrinkles and uplifting skin firmness. Shake vigorously prior use this water free bi-phase and apply regularly to revitalize your healthy youthful looking skin, use after use.

A new life for your skin with
ETERWELL™ **YOUTH**

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Cellular Age Reset Serum

99.77% natural origin content
According to ISO16128

Procedure:

1. Prepare Phase A and stir until all is dissolved.
2. Prepare Phase B and add it to Phase A under stirring.
3. Prepare Phase C and until having a homogenous solution.
4. Add Phase C into Phase A+B.

Technical data:

pH: NA

Viscosity: liquid

	Ingredients	Function	% w/w
A	**TILAMAR® PDO with NØØVISTA™** (PROPANEDIOL)	Active	39,50
	Ascorbic Acid Ultra Fine Powder (ASCORBIC ACID)	Active	3,16
B	**SYN®-COLL CB** (PALMITOYL TRIPEPTIDE-5, GLYCERIN, AQUA)	Active	3,00
	ETERWELL™ YOUTH (EPILOBIUM FLEISCHERI LEAF/STEM EXTRACT, GLYCERIN, WATER, CITRIC ACID)	Active	3,00
C	ISOAMYL LAURATE	Emollient	23,80
	ARGAN OIL (ARGANIA SPINOSA KERNEL OIL)	Active	3,00
	HIPPOPHAE RHAMNOIDES OIL	Emollient	0,24
	PROPANEDIOL DICAPRYLATE	Emollient	13,55
	PASSIFLORA INCARNATA SEED OIL	Emollient	10,00
	Mixed Tocopherols 95 (TOCOPHEROL)	Active	0,50
	SPARK THE SENSES POOZ613 (PARFUM, LINALOOL, LIMONENE, CITRUS LIMON PEEL OIL, CITRUS AURANTIUM BERGAMIA PEEL OIL, HYDROXYCITRONELLAL, LINALYL ACETATE, CITRONELLOL, CITRUS AURANTIUM PEEL OIL, PINENE, TERPINEOL, TETRAMETHYL ACETYLOCTAHYDRONAPHTHALENES)	Perfume	0,25

SK-E-102427-18

The formulation fulfils the 3 months stability at 4°C, 40°C, room temperature and daylight.

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ETERWELL™ YOUTH – Perfume

SPARK THE SENSES

Descriptive Sentence

The sparkling freshness of the Sicilian citrus groves evokes the purity of youth. An elegant floral bouquet blends with creamy musks and sandalwood wrapping the fragrance in a gentle bliss.

Notable Ingredients

Lemon Italy Oil
Bergamot Italy Oil
Orange Oil
Mandarin Yellow Oil

Pyramid

Top:
bergamot, lemon, orange

Heart:
jasmine, rose, freesia

Back:
white musk, sandalwood

Innovation

contains a fragrance technology that elicits **well-being feelings**, tested for brain activity using an fMRI* methodology and is referred to as Firmenich Emotiwaves™.

BIODEGRADABLE A
GREEN SCORE A

Vegan

CREDO CLEAN UP TO 100% | TARGET CLEAN UP TO 100% | YUKA GREEN UP TO 100%

*Functional magnetic resonance imaging or functional MRI (fMRI) measures brain activity by detecting changes associated with blood flow.

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