

REGU®-AGE CB

Visibly smoother
skin in one day

April 2025

dsm-firmenich 

Holistic Beauty: The New Normal

Superfood – Natural Peptides

- Consumers are no longer solely concerned with surface level aesthetics but are actively seeking products that contribute to **holistic well-being** (Kline 2024).
- **Holistic beauty** refers to looking at beauty as a "whole picture" situation, where beauty comes from health, and health comes from within.
- Holistic beauty products focus on using natural and sustainable ingredients.
- The concept of incorporating "**Superfood ingredients**" into holistic beauty products has gained popularity over the years.
- **Superfood like soybean and rice are good for the inside and can also be good for the skin** because they are rich in various nutrients.
- Soybean and rice proteins are a superior source of **natural peptides** that offer numerous skin benefits.
- To maximize healthy-looking skin benefits **dsm-firmenich produces a potent multi-peptide solution** from soybean and rice proteins and a powerful **biotechnologically produced Superoxide Dismutase** for holistic beauty solutions.



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Natural peptides plus skin-identical SOD

"222" Rice and Soybean Peptides

Thanks to a very **targeted hydrolysis process** of rice and soybean proteins, dsm-firmenich produces a **unique rice and soybean peptides complex**.

Scientists of dsm-firmenich identified with advanced analysis* peptides with low molecular weight:

- 222 peptides in total
- 134 peptides are identified as tetra-, penta-, hexa- and heptapeptides
- 88 peptides are identified as di- and tripeptides

"1" Skin-identical Superoxide Dismutase (SOD)

To address all the needs of the skin **the soybean and rice peptides go hand in hand** with a powerful biotechnologically produced skin-identical **Superoxide Dismutase (SOD)**, known for its strong antioxidant properties.

dsm-firmenich produces a **highly purified skin-identical Superoxide Dismutase**, obtained by aerobic fermentation isolated from a natural yeast strain of *Saccharomyces cerevisiae*.



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ID Card

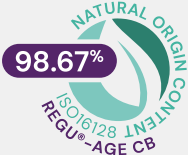
INCI NAME: Glycine Soja (Soybean) Protein, Hydrolyzed Rice Protein, Superoxide Dismutase, Glycerin, Aqua, Pentylene Glycol, 1,2-Hexanediol, Caprylyl Glycol, Sodium Benzoate, Sodium Dextran Sulfate

TECHNOLOGY: At the core of this unique active complex is a mixture of 222 powerful rice and soybean peptides and 1 biotechnologically produced skin-identical superoxide dismutase
98.67% of natural origin (according to ISO 16128)

TECHNICAL: Form: Liquid Use level: 2–5% Solubility: Water soluble
pH of use: 3.5–8.0 Preservative: Yes, but no Phenoxyethanol

- BENEFITS:**
- Clean holistic beauty complex
 - Strongly improves microcirculation*
 - Inhibits reactive oxygen radicals, inflammatory elastases and collagenases*
 - Healthier-looking skin in 2 weeks **
 - Visibly smoother skin in 1 day**
 - Significant and visible reduction of forehead wrinkles, crow’s feet, underneath eye wrinkles and neck lines in 2 weeks**
 - Eye lid is more lifted and less saggy skin in 2 weeks**
 - Significant reduced under-eye dark circles and puffiness in 4 weeks**

**REGISTRATION
CERTIFICATION**

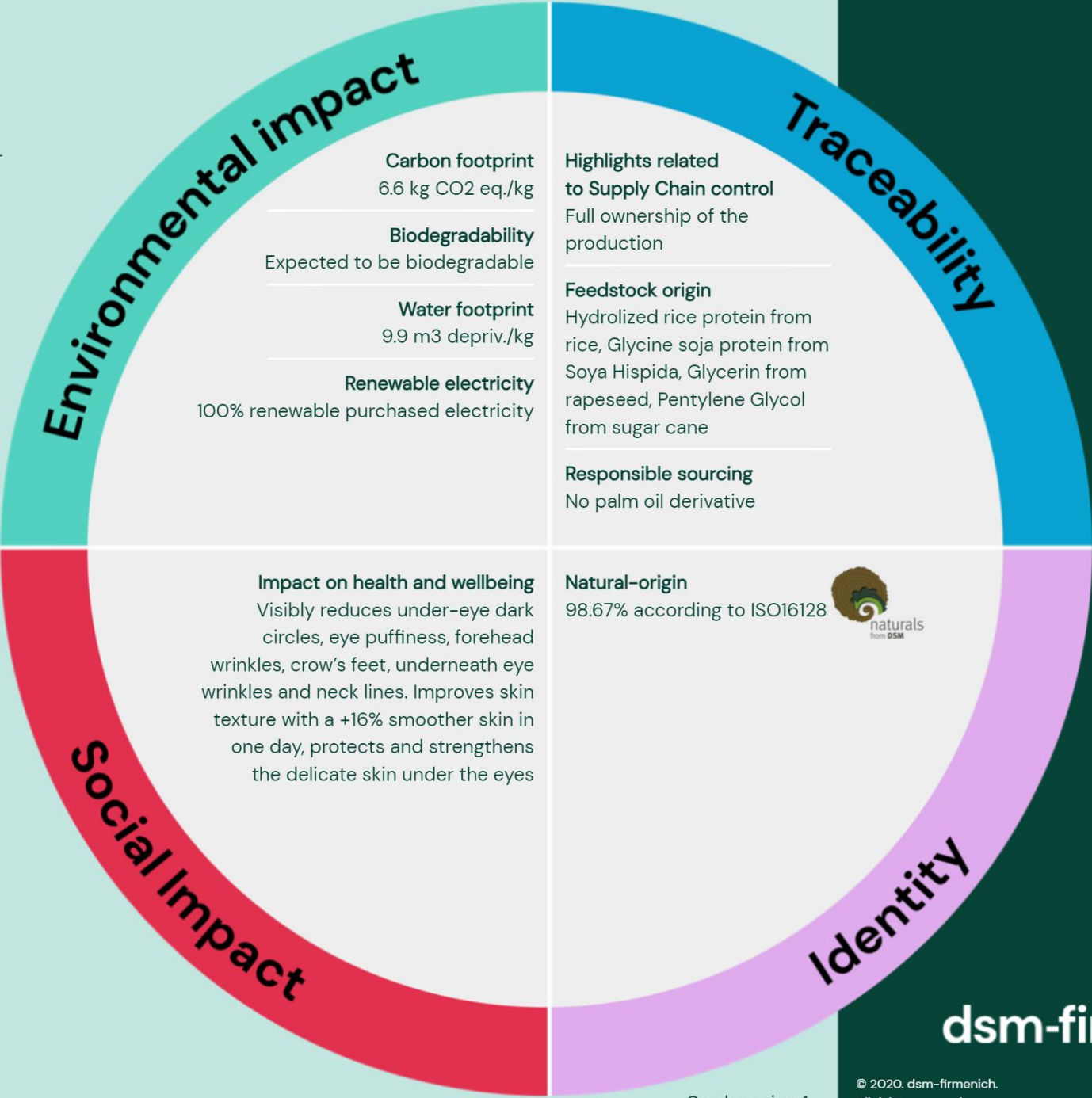


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INCI name: HYDROLYZED RICE PROTEIN, AQUA, GLYCERIN, PENTYLENE GLYCOL, SODIUM BENZOATE, CAPRYLYL GLYCOL, 1,2-HEXANEDIOL, GLYCINE SOJA (SOYBEAN) PROTEIN, SUPEROXIDE DISMUTASE, SODIUM DEXTRAN SULFATE
Product codes: 5038463

REGU®-AGE CB is a clean beauty complex of carefully-purified natural soy and rice peptides, and biotechnologically-produced superoxide dismutase

The carbon and water footprint calculations are based on internally conducted LCA according to ISO 14040/44 guidelines, dsm-firmenich LCA policy and validated by an internal reviewer. The biodegradability is based on relevant OECD tests.



Aligned with and contributing to the
SUSTAINABLE DEVELOPMENT GOALS

3 GOOD HEALTH AND WELL-BEING



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



REGU®-AGE CB

Multi-Talent

1

Inhibits reactive oxygen radicals
to protect skin against oxidative stress

SOD activity: > 1000 ORU /ml*
ORU = Oxido Reductase Unit

2

Inhibits inflammatory (leucocyte) elastases
to retain skin elasticity and moisturization

Elastase inhibitor activity: > 5 EIU /ml*
EIU = Elastase Inhibitor Unit

3

Inhibits collagenases
for firmer and more elastic skin

Collagenase inhibitory activity: > 10 ColU /ml *
ColU = Collagenase Inhibitor Unit

4

Stimulates fibroblast proliferation
to minimize fines lines and wrinkles

Increased fibroblast proliferation: up to 200%**

5

Strongly improves microcirculation
to reduce the appearance of dark circles

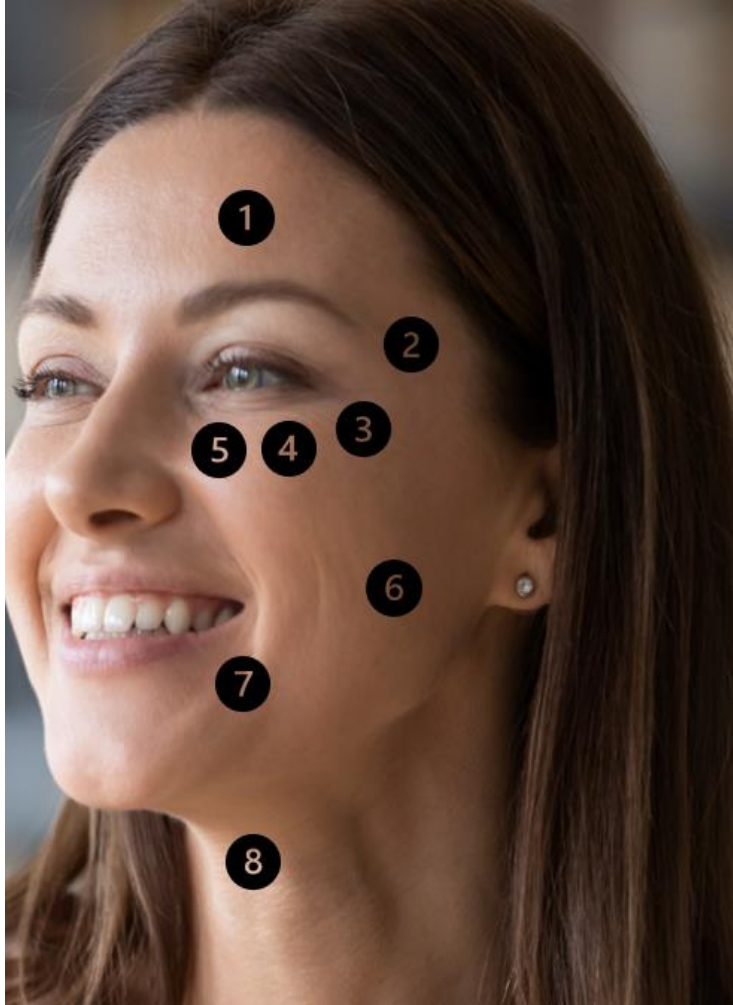
Enhanced microcirculation, extending Thrombin Time (TT)**

*specified

**in vitro

In vivo efficacy

Significant facts & benefits



Benefits		Day 1	Week 2	Week 4	Week 8
①	Forehead wrinkles volume reduction ² Forehead wrinkles number reduction ²	n/a n/a	-7%* -25%*	-12%* -28%*	n/a n/a
②	Crow's feet wrinkles volume reduction ² Crow's feet wrinkles number reduction ²	n/a n/a	-6%* -29%*	-9%* -31%*	n/a n/a
②	Canthus skin texture improvement ¹	n/a	n/a	+32%*	+42%*
③	Under-eye wrinkles volume reduction ² Under-eye wrinkles number reduction ²	n/a n/a	-7%* -30%*	-10%* -32%*	n/a n/a
④	Under-eye puffiness improvement ¹	n/a	n/a	+32%*	+35%*
⑤	Under-eye dark circle improvement ¹	n/a	n/a	+25%*	+31%*
⑥	Cheek skin moisturization increase ¹	n/a	n/a	+19%*	+28%*
⑥	Cheek skin elasticity improvement ²	n/a	+5%*	+11%*	n/a
⑥	Cheek skin firmness improvement ²	n/a	+7%*	+10%*	n/a
⑥	Cheek skin smoothness improvement ²	+16%*	+16%*	+23%*	n/a
⑥	Cheek skin roughness reduction ²	-5%	-8%*	-9%*	n/a
⑦	Nasolabial folds volume reduction ² Nasolabial folds number reduction ²	n/a n/a	-6%* -20%*	-7%* -23%*	n/a n/a
⑧	Neck skin elasticity improvement ²	n/a	+2%*	+5%*	n/a
⑧	Neck skin firmness improvement ²	n/a	+8%*	+12%*	n/a
⑧	Neck lines volume reduction ² Neck lines number reduction ²	n/a n/a	-22%* -15%*	-42%* -34%*	n/a n/a

Significant and visible results on cheek and neck area

Visualization of skin smoothness changes



Untreated
Day 0

3% REGU®-AGE CB
Day 1

3% REGU®-AGE CB
Week 2

3% REGU®-AGE CB
Week 4

The images taken by Visia-CR camera show the changes of skin smoothness of a selected subject

Visibly smoother skin in 1 day,
even more pronounced in 2 and 4 weeks

+16% smoother skin in 1 day, up to +23% in 4 weeks

Significant results vs. placebo

Visualization of neck lines changes



Untreated
Day 0

3% REGU®-AGE CB
Week 2

3% REGU®-AGE CB
Week 4

The images taken by Antera 3D show the changes of neck lines of a selected subject.

Visible reduction of neck lines in 2 weeks, even more pronounced in 4 weeks

-22% length of neck lines in 2 weeks, up to -42% in 4 weeks

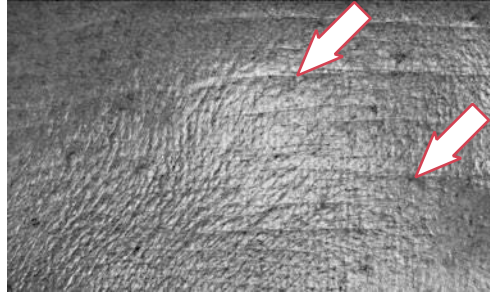
-15% number of neck lines in 2 weeks, up to -34% in 4 weeks

Significant results vs. placebo

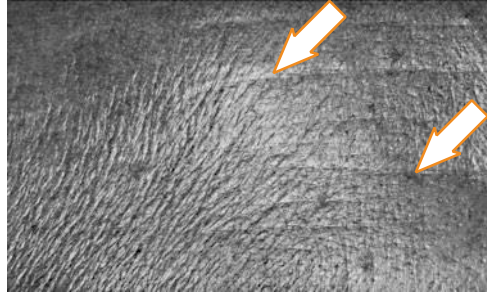
tested on Chinese skin

Significant and visible wrinkle reduction in 2 weeks

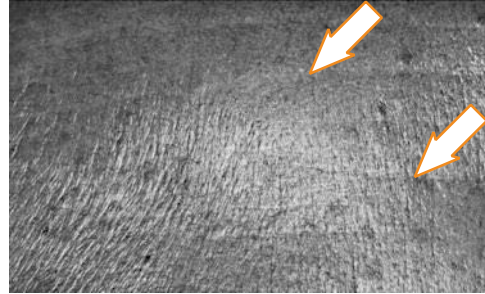
Visualization of forehead wrinkle changes



Untreated
DO



3% REGU®-AGE CB
Week 2



3% REGU®-AGE CB
Week 4

The images taken by Primos CR show the changes of forehead wrinkle volume and number of a selected subject.

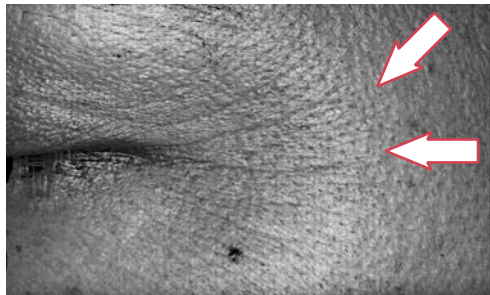
Visible reduction of forehead wrinkles in 2 weeks, even more pronounced in 4 weeks

-7% volume of forehead wrinkles in 2 weeks, up to -12% in 4 weeks

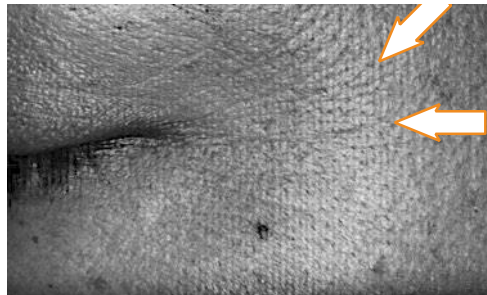
-25% number of forehead wrinkles in 2 weeks, up to -28% in 4 weeks

Significant results vs. placebo

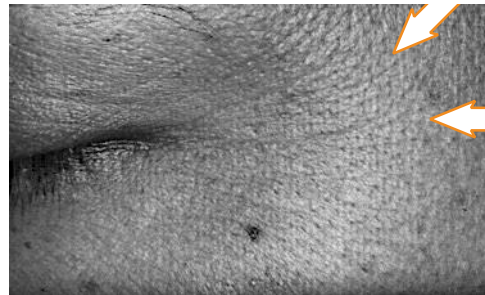
Visualization of crow's feet changes



Untreated
DO



3% REGU®-AGE CB
Week 2



3% REGU®-AGE CB
Week 4

The images taken by Primos CR show the changes of crow's feet volume and number of a selected subject.

Visible reduction of crow's feet in 2 weeks, even more pronounced in 4 weeks

-6% volume of crow's feet in 2 weeks, up to -9% in 4 weeks

-29% number of crow's feet in 2 weeks, up to -31% in 4 weeks

Significant results vs. placebo

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