



# REGU<sup>®</sup>-SEB

*Balances and mattifies oily skin to unveil a natural look*

October 2020

# Agenda

- 1 Consumer insights & market data
- 2 Oily skin - backstage
- 3 Oily skin - how to serve unmet consumer needs
- 4 REGU<sup>®</sup>-SEB - from oily to mattified skin
- 5 REGU<sup>®</sup>-SEB in a nutshell

# Oily skin - a bunch of questions, advises, and helplessness

**COSMOPOLITAN**

Relationships Celebs Beauty & Fashion Health

Homepage | Hair & Beauty | Beauty & Makeup How To's

## Winter Skin Savers

SPECIAL OFFER

MARKETPLACE

- 1 Celebrity Skin Anti Aging Secrets
- 2 Hair Styling Tips
- 3 Best Beauty Products

**Q:** I have oily skin, but in cold weather it gets dry and flaky. Moisturizer just makes my face break out. What should I do?

**A:** Winter can do a double whammy to almost anyone's skin. Dry, frigid outdoor weather and overheated indoor environments together can cause even the oiliest skin types to become stripped of moisture, itchy, and flaky. To make matters worse, slicking on a thick, oil-based moisturizer can result in clogged pores and acne flare-ups.

NEWS SCIENCE & TECH ENTERTAINMENT BUSINESS

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## Some Simple & Effective Home Remedies For Oily Skin



Most women have the heartiest desire to look fresh, beautiful and sturdy. But having an oily skin can cause several problems for the owners of oily skin usually have constant shine on their face. A advantage of having an oily skin is that your skin will remain looking younger for long. But if you have an oily skin then you may also have to deal with acne, blackheads, pimples, etc.

### Possible Causes Of An Oily Skin

## Good Face Cream for Oily Skin

Last Updated: Oct 24, 2013 | By Holly S. Roberts



Oily skin needs moisturizer, too. Photo: Creek Jackson/Getty Images/Getty Images

### Key Ingredients

In addition to moisturizing ingredients, a good face cream for oily skin should contain added elements to help prevent clogged pores. Look for a cream that contains oil-fighting ingredients such as salicylic acid or

CONTESTS MAKEUP GIFT VEGAN SKIN TIPS HAIR LEADERS GIFT

ACTION MANAGE CONFLICT MINERALS Learn more...

## 3 DIY TIPS TO BEAT OILY SKIN THIS SUMMER

July 3, 2013 in Oily Skin



wikiHow to do anything

Lies auch unseren deutschen Artikel: Wie man ölige Haut pflegt.

Article Edit Discuss

Home » Categories » Personal

## How to Prevent Oily Skin

Edited by Mike, Monica, Chloeeverybody, Connor and 23 others

People who are prone to oily skin most often notice the problem on their faces because the sebaceous glands, which produce oil, are larger and more concentrated there. Other areas that may show signs of excess oil include the chest, neck and back. Although hormones levels, stress and health issues can cause fluctuations in the amount of oil a person's skin produces, whether you are prone to oily, dry or normal skin is determined by genetics. Since there is no way to prevent genetic predisposition, oily skin can not be prevented. However, there are things that you can do to control the oil.

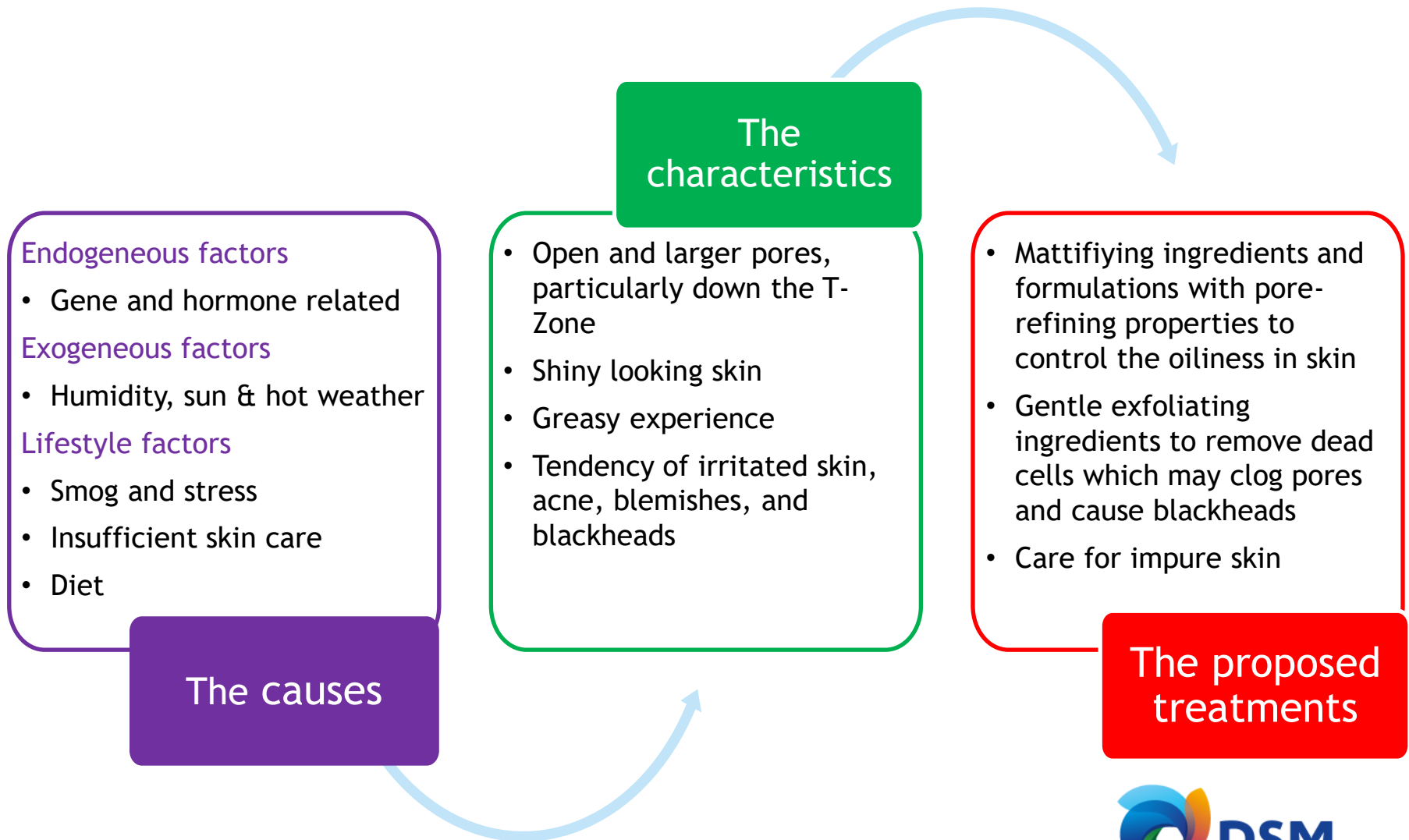
### Organic Face Mask

organicsurge.com/Face\_Treatment

100% Free From Harsh Chemicals. Order Over \$20 For Free Delivery!

Oily skin needs an extra dose of care

# Oily skin - not the easiest skin type



# Oily skin - but not **only** a burden

It is said, that people with oily skin appear to age **slower** than those with **dry** skin.

But this doesn't provide any consolation for what people feel when they have oily skin. Outbreaks can happen at any time and anywhere, and normally on the go, resulting in 'midday makeup meltdown'. This leaves women feeling **dirty**, **ugly** and more importantly worried that people will think them to be **messy**, **unkempt** and **unprofessional**.

The **most important** task for them is to **keep the shine under control** and regaining some **sense of normality**!



“I have learnt lots of ways of dealing with oily skin, because I’ve been living with it for years. But I’m always worried that I’ll be caught off guard with nothing I can do.”

**Susan, 32 years old, living in Berlin**

***Characteristic of her skin:***

Very oily, acne prone, greasy appearance

***Her skin routine:***

Washes her face several times per day to get rid of the oily appearance. She uses a combination of wash lotion, toner and day cream with less moisturizing properties and ingredients that prevent her from getting spot and blackheads.

“I don't have any option than to deal with my oily skin, because I worry what people will think of me, but many of the treatments I use have irritating and drying out properties. My concern is that I more damage my skin than nourishing it in a gentle and safe way.”

**Joy, 28 years old, living in Bangkok**

***Characteristic of her skin:***

Sensitive, oily skin, porous surface

***Her skin routine:***

Uses in the morning and in the evening wash lotions and during the day cosmetic tissues against oily skin. Applies a serum and a mattifying powder to control the oiliness of her skin.

# Current oily skin strategies

Anti-imperfection

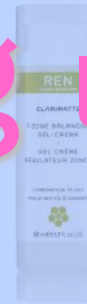
Pore refining

REGU®-SEB gently

unveils a natural  
mattifying look

Purifying / Cleansing

Mattifying



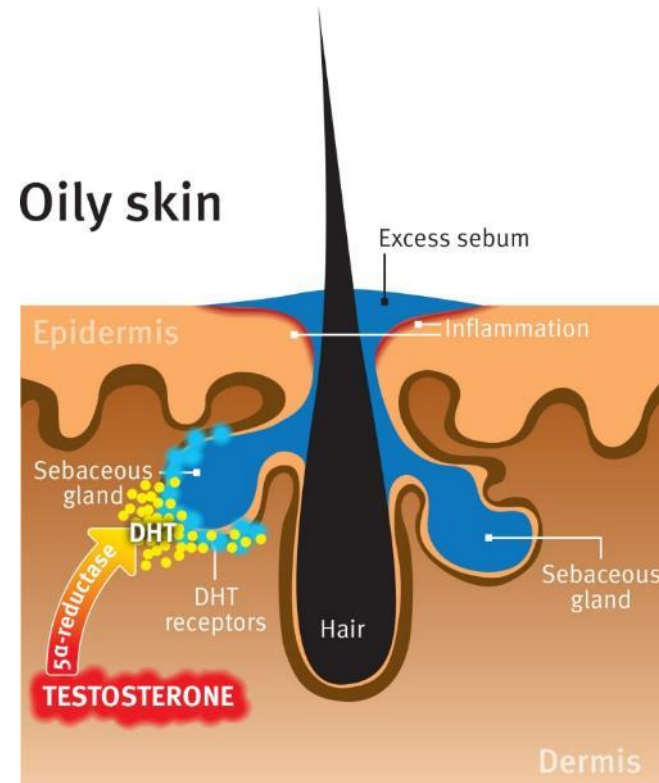
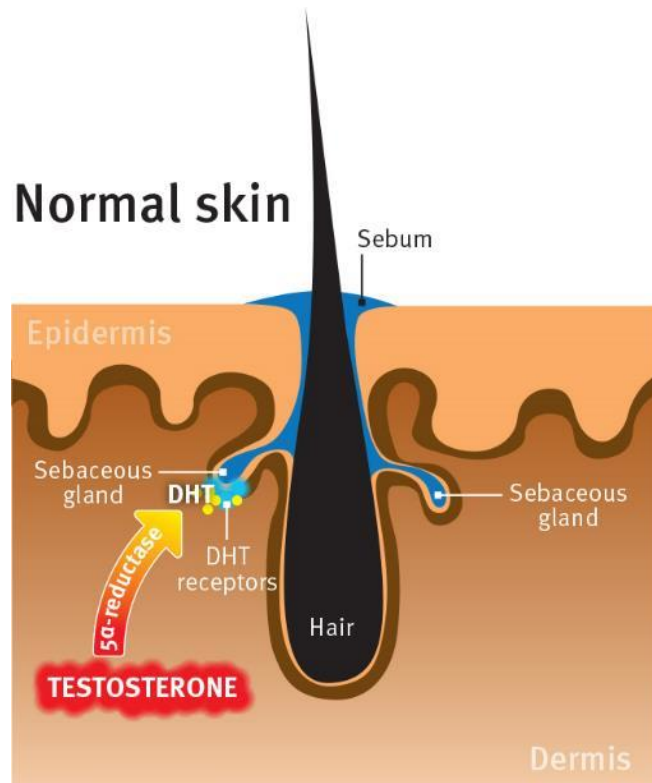
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- 1 Consumer insights & market data
- 2 **Oily skin backstage**
- 3 Oily skin - how to serve unmet consumer needs
- 4 REGU<sup>®</sup>-SEB - from oily to glow skin
- 5 REGU<sup>®</sup>-SEB in a nutshell

# Oily skin - What happens behind the stage?

# Oily skin

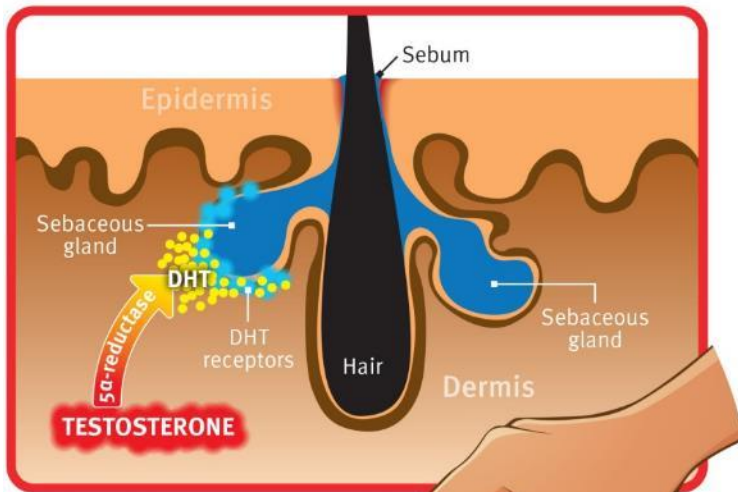
Increased  $5\alpha$ -reductase leads to excess sebum



# Inhibition of 5 $\alpha$ -reductase

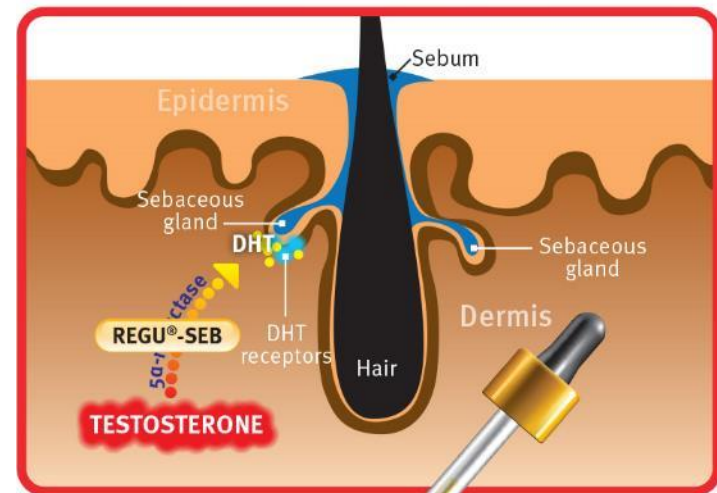
As a key step to rebalance skin oiliness

## Oily skin (with traditional care)



Strong cleansing removes superficial sebum but does not reduce 5 $\alpha$ -reductase hyperactivity

## Oily skin (treated with REGU<sup>®</sup>-SEB)



Reduced sebum resulting from REGU<sup>®</sup>-SEB inhibiting 5 $\alpha$ -reductase activity

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# Oily skin - But what about combat oily skin with oil?

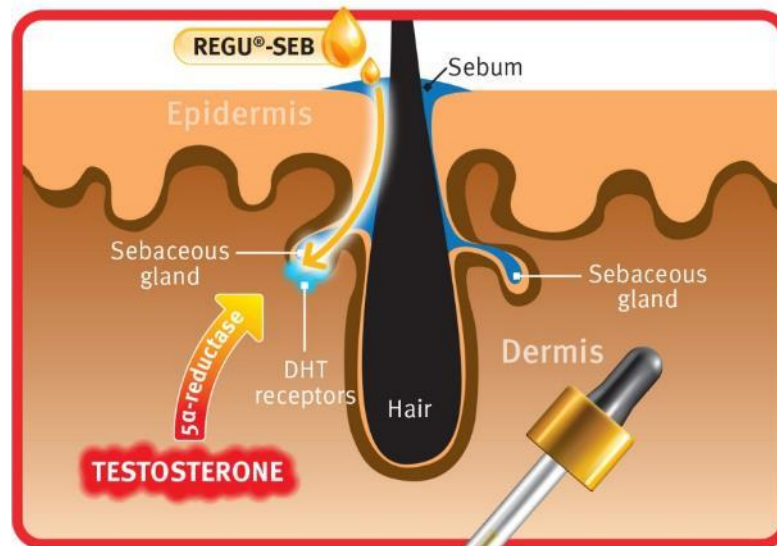
# Inspired by TCM\* philosophy

Better affinity,  
increased availability

Natural  
efficacy

Long-lasting  
effect

## Oily skin (treated with REGU®-SEB)



Reduced sebum  
resulting from REGU®-SEB  
inhibiting 5α-reductase activity

Like the TCM\*  
exhorting the  
fighting of  
poison with poison,  
the "good" oils of  
REGU®-SEB are the  
best way for  
removing excess of  
sebum

Rebalanced  
skin mantle

Gentle & safe  
treatment

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# REGU<sup>®</sup>-SEB

*Balances and mattifies  
oily skin  
to unveil a natural look*

## The magic oil-based elixir

- I. Saw Palmetto Extract
- II. Sesame Seed Oil
- III. Argan Oil

From oily to  
mattified skin



# I. Saw Palmetto Extract

- Extract from the fruit of *Serenoa repens*, originally growing in the Southern United States, where it is one of the most common palm.
- Used in traditional Native Americans medicine and was one of the most important food for people in the early centuries (specially the Indians).
- Believed for topical use in formulations for greasy skin with acneic aspects due to its unique **phytosterol** ( $\Delta^5$  sterols) and **fatty acids** profile.<sup>1,2</sup>



<sup>1</sup> Raynaud JP, Cousse H, Martin PM. 2002 Inhibition of type 1 and type 2 5 $\alpha$ -reductase activity by free fatty acids, active ingredients of Permixon. J Steroid Biochem Mol Biol. Oct;82(2-3):233-9.

<sup>2</sup> Saw Palmetto: The US Pharmacopeial Convention

## II. Sesame Seed Oil



- Sesame oil is acquired from the *Sesamum indicum* plant and is known as one of the eldest oil based plant.
- Enjoys a well reputation in China, Japan, and Arabian countries on food basis.
- One traditional element in the [Ayurveda](#) treatment.
- Rich in [Lignans](#), which have an impact on DHT flow.<sup>1</sup>
- Contains [Phytosterol](#) ( $\Delta$ -7 stigmasterol &  $\Delta$ -5 sterols) which rejuvenates skin barrier and can help to keep the skin hydrated.<sup>2</sup>
- High [Vitamin E](#) content with antioxidant properties.
- Anti-inflammatory properties.



<sup>1</sup>Schöttner M, Spiteller G, Gansser D. 1998 Lignans interfering with 5 alpha-dihydrotestosterone binding to human sex hormone-binding globulin. J Nat Prod. 61(1):119-21

<sup>2</sup>Puglia C, Bonina F, in vivo spectrophotometric evaluation of skin barrier recovery after topical application of soybean phytosterols. J. Cosmet. Sci., 59, 217-224 (May/June 2008)

### III. Argan Oil



- Endemic tree from south-west Morocco.
- Traditional Moroccan beauty elixir.
- Topical applications for skin, hair, and nail care.
- Dietary use today and in traditional medicine for its health properties.
- Outstanding composition of Unsaturated fatty acids, Squalene, Phenolic acid, and Tocopherols.<sup>1</sup>
- Contains rare phytosterols - $\Delta^7$  sterols- used as a remedy for acne vulgaris in Moroccan folk medicine.



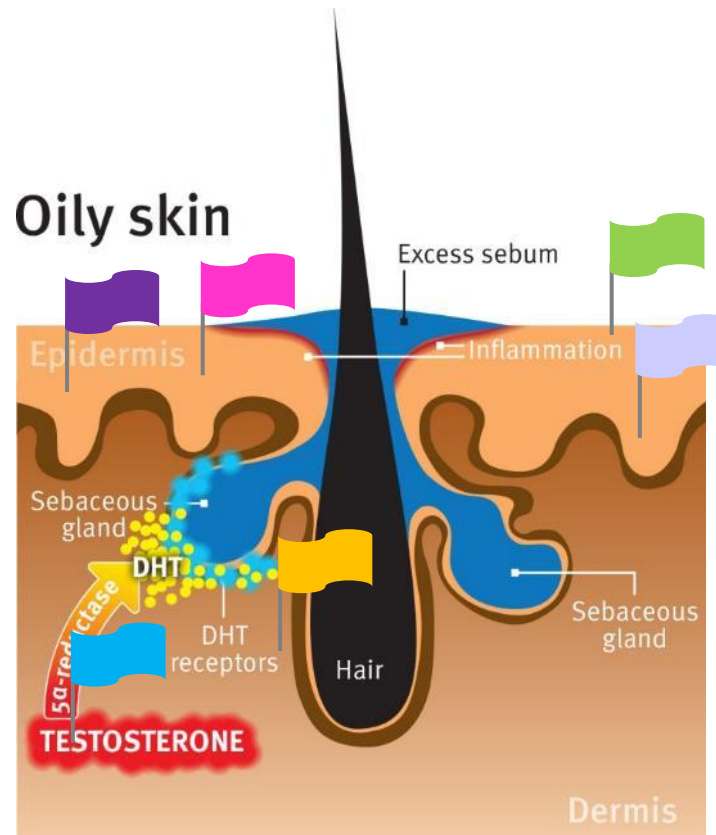
<sup>1</sup> Hanae El Monfalouti, Therapeutic potential of argan oil, Journal of Pharmacy and Pharmacology, 2010, 62:1669-1675

# 5 ingredients specifically taking up the challenge to gently & visibly treat oily skin

 **Phytosterols**  
*Helps to recover skin barrier!*

 **Lignans**  
*Impact on DHT flow!*

 **Phytosterols**  
*Inhibit the activity of the testosterone converting enzyme 5 $\alpha$ -reductase!*

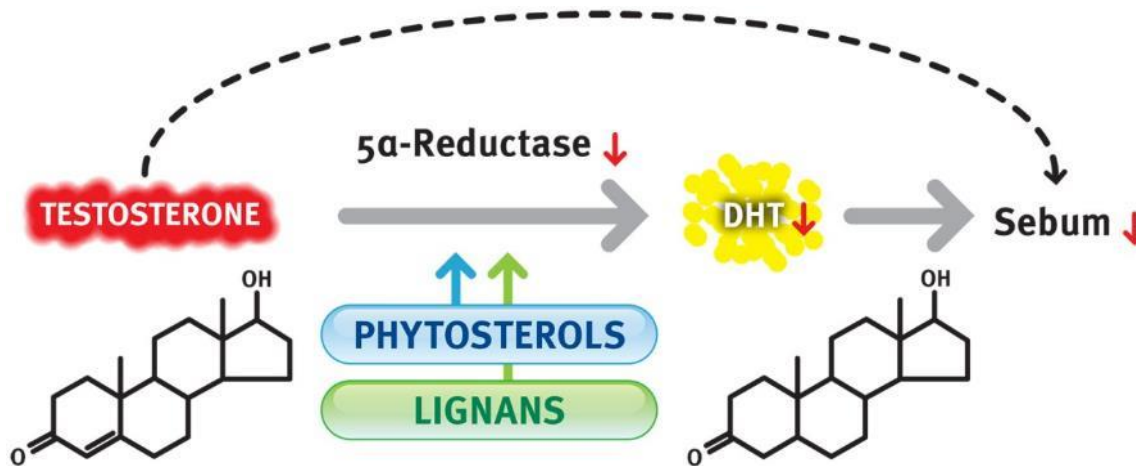


 **Squalene**  
*Provides a non oily pleasant skin feeling to soften and protect the skin!*

 **Unsaturated fatty acids**  
*Helps to prevent and reduce skin inflammation!*

 **Tocopherols**  
*Provide strong anti-oxidant properties!*

# The spot light centers on Phytosterols & Lignans



Sebum production is regulated through the activity of the enzyme 5 $\alpha$ -reductase which converts testosterone into the biologically active form dihydrotestosterone (DHT).

Phytosterols and Lignans of Saw Palmetto and Sesame have been shown to inhibit the activity of the testosterone converting enzyme 5 $\alpha$ -reductase

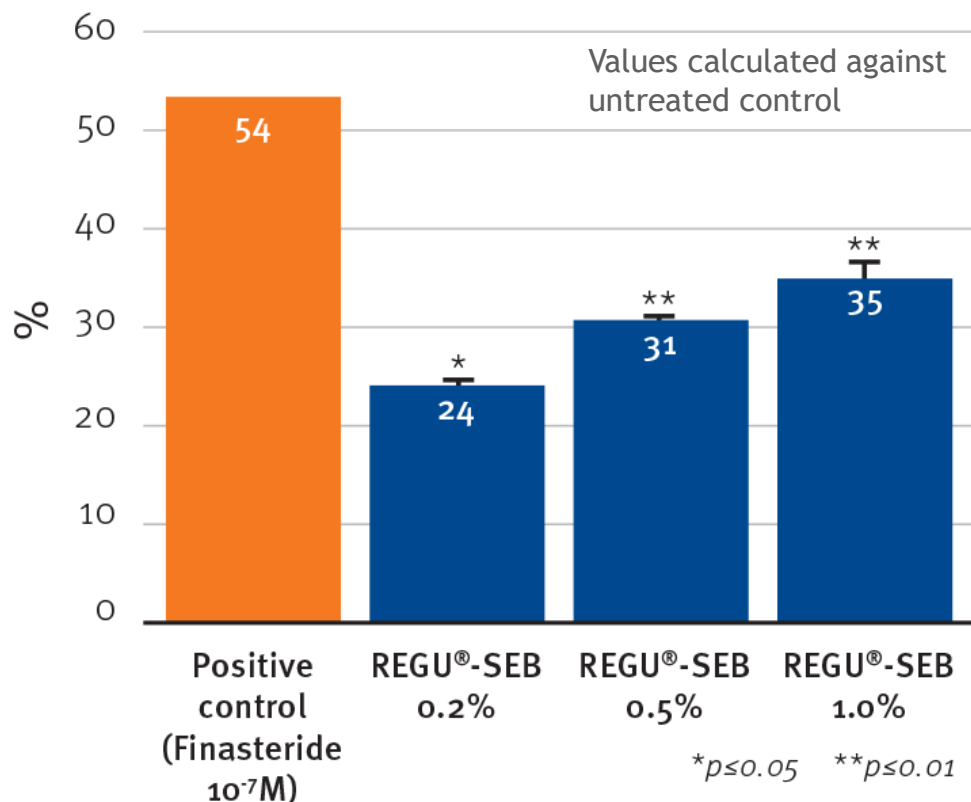
<sup>1</sup>Voegeli R. et al. 2007, 5 $\alpha$ -reductase and its inhibitors, in Acne and its Therapies page 167 by Webster, G. F. and A. V. Rawlings (Editors): Informa Healthcare

<sup>2</sup>Hirata N, Tokunaga M, Naruto S, Iinuma M, Matsuda H. 2007, Testosterone 5 $\alpha$ -reductase inhibitory active constituents of Piper nigrum leaf. Biol Pharm Bull. 30(12):2402-5

# REGU®-SEB *in vitro*

## Up to 35% DHT synthesis reduction

*In vitro* Inhibition of DHT (Dihydrotestosterone)  
vs untreated control



### Study Design

- Reconstructed human epidermis SkinEthic®
- REGU®-SEB vs. finasteride (positive control)
- Measurement of DHT level in the skin

# REGU®-SEB *in vivo*

## Visible efficacy after 4 weeks

### Study Design

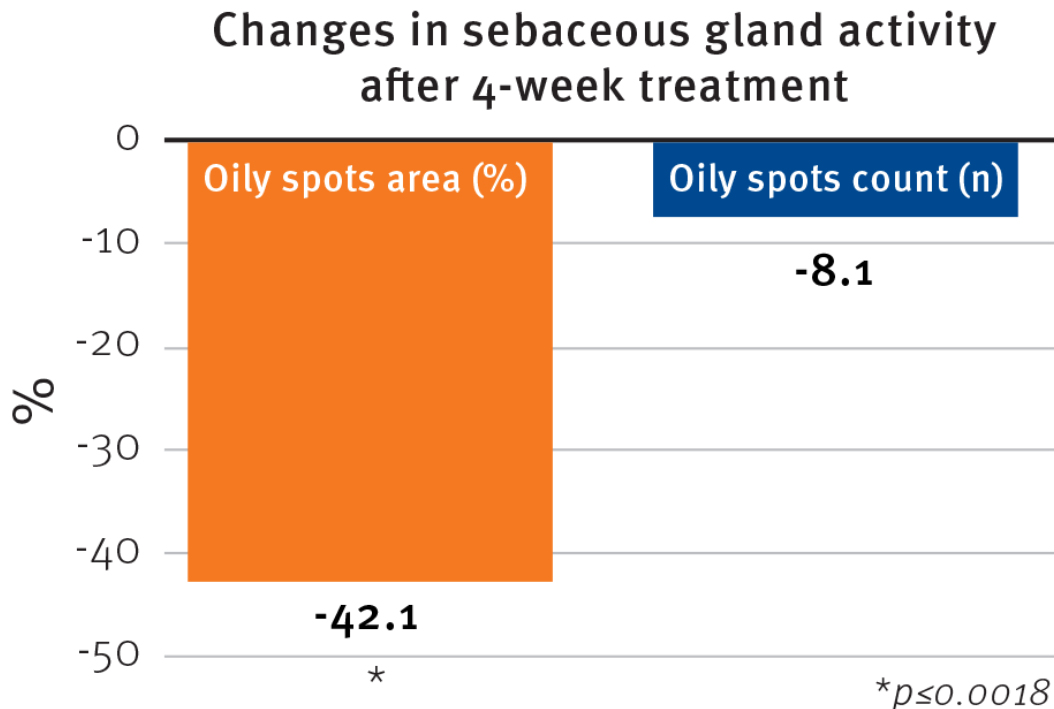
- 20 male & female volunteers, 17-50 years old, with oily or combined skin
- Application twice daily during 4 weeks
- 2% REGU®-SEB in a cream-gel
- Parameters: Instrumental skin bioengineering  
Clinical assessment  
Self-evaluation questionnaire

Source:  
H. Dobrev, MD, PhD; Medical University Hospital  
Department of Dermatology and Venereology  
Skin Bioengineering Laboratory

# REGU<sup>®</sup>-SEB *in vivo*

Decreases the oily spots surface by 42%

Instrumental skin bioengineering



## Devices

- Sebufix<sup>®</sup> F16 foils and Visioscope<sup>®</sup> (Courage & Khazaka)

## Method

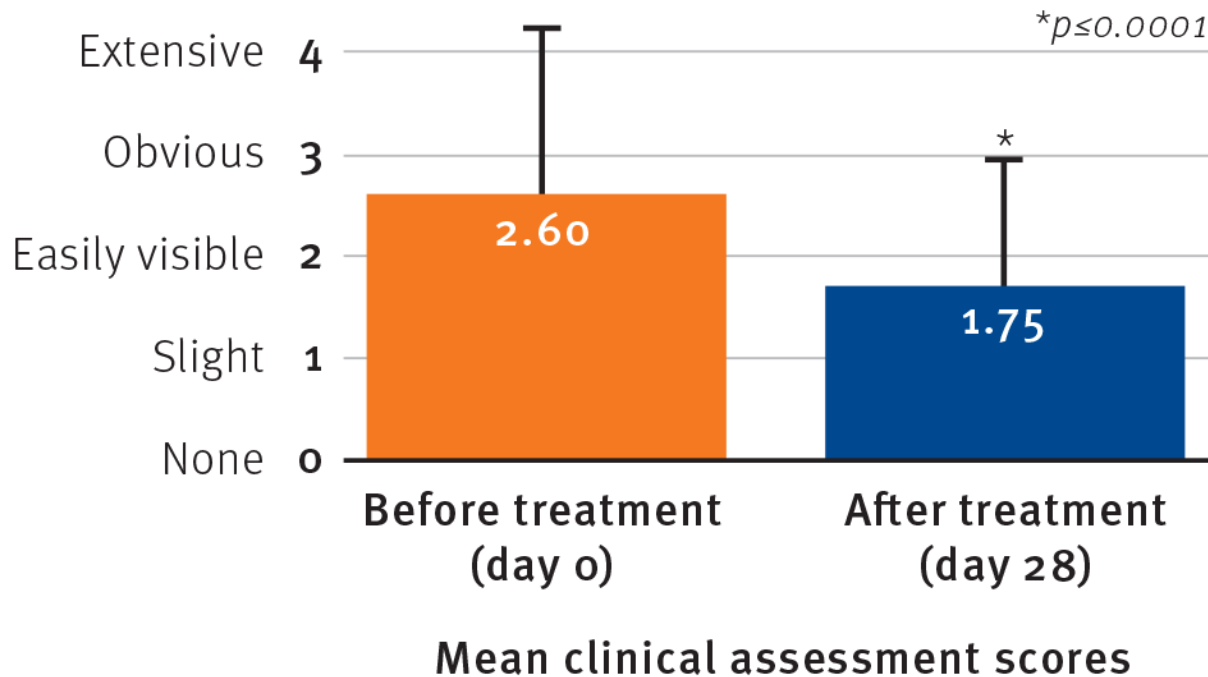
- Application of the foils during 30s on the skin
- Evaluation of the foils by Visioscope<sup>®</sup>

# REGU<sup>®</sup>-SEB *in vivo*

Decreases the severity of oily skin condition by 33%

## Clinical assessment

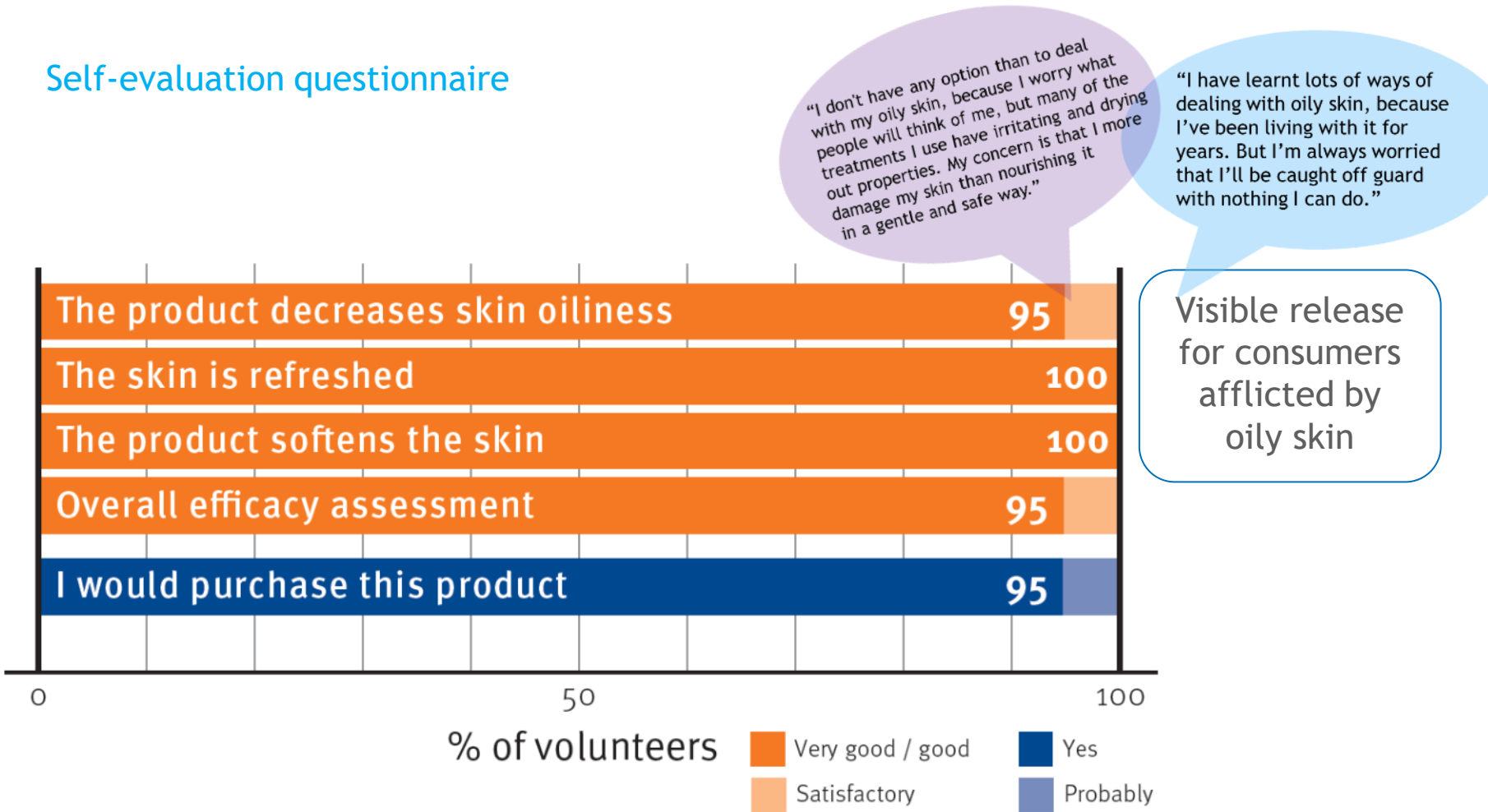
Oily skin:



# REGU®-SEB *in vivo*

## Excellent consumer acceptance and visible efficacy

### Self-evaluation questionnaire



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# REGU<sup>®</sup>-SEB

## Regulatory Status



- **China Status:**

IECSC listed (Chemical notification)



IECIC listing (Cosmetic ingredient registration)



Chinese name



- **INCI Name (active):** Argania spinosa Kernel Oil, Sesamum indicum (Sesame) Seed Oil, Serenoa serrulata Fruit Extract
- **Suggested concentration:** 1-5% REGU<sup>®</sup>-SEB

# REGU<sup>®</sup>-SEB in a nutshell



- Visibly rebalances skin oiliness within 4 weeks
- Unique multi-targeted activity
- Visible efficacy reported by 95% of the volunteers
- Best-in-class oil elixir to gently combat excess oil production
- Leads to a smooth, mattifying, and natural look



# Application concepts featuring REGU®-SEB

- Mattifying & moisturizing cream (with PENTAVITIN®)
- Intense Care for impure skin (with NIACINAMIDE PC)
- Even smooth skin cream (with SYN®-COLL)
- Luminous skin lotion (with PEPHA®-CTIVE)
- Mattifying & lift up serum (with PEPHA®-TIGHT & VALVANCE™ *Touch150*)
- Long-lasting make up (with VALVANCE™ *Touch 150* & *Look 100*)
- 3 minutes “on-the-go” mask for oily skin (with STIMU®-TEX AS)



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# Back up



# Listen to some voices out of the market



Naturally astringent for Oily or Combination Skin. 100% pure plant extracts. Clarins' exclusive blend of Rosemary, Geranium and Lotus extracts purifies, tightens pores and refines the skin texture. Hazelnut Oil softens, soothes and seals in moisture to prevent fine lines.

"I am so in love with this oil! I never thought my combination-oily skin can tolerate treatment oils so very well. Works wonders for my acne.. I have 2 big acne on my forehead previously and after 2 days mixing this oil with my toner, my acne becomes less reddish and smaller in size..no kiddin."(..)

"I have oily, acne-prone skin and was completely skeptical about putting oil on it, in common with many reviewers below. (..)  
I have noticed an improvement in the quality of my skin (not in terms of red marks) when it comes to smaller pores and a face that stays matte for longer in the daytime. (..)  
Don't be put off by the fact it's an oil and you have oily skin - this is lovely stuff."

"Adore this oil. I have combo dehydrated skin with a history of horrendous hormonal acne. (..)Beautiful and heavenly- two drops applied after serum and before moisturizer and my skin is balanced, pores reduced and for the first time in my life I glow rather than shine."(..)  
"

(..) "From my experience, ANY oil makes oily skin less oily, even your kitchen olive oil is better than drying AHA/BHA treatments (those made my skin so dry and flaky on the outside, which caused oil glands to produce huge amounts of oil that clogs the pores - perfect environment for zits)."(...)

# Listen to some voices out of the market



Clarifying Day Oil is a fast-absorbing daily moisturizer that balances excessive oiliness, refines the appearance of pores and reduces the appearance of blemishes for a calm, beautiful complexion.

“The ONLY product I've tried that actually regulates my oiliness. I find it a bit pricey, but am willing to pay for something that gets results.”(..)

“I really like this oil. It works as it says and is really effective for balancing oil on combo or oily skin. It's surprising, because most oils make my face greasy.” (..)

(..)”An esthetician recommended this and at first I thought 'the last thing I want on my face is more oil but it did work! Just 2 drops in the morning did the trick. It really controlled the excess oil and moisturized the dry areas.(...)”

# O/W Mattifying Cream Gel - In Vivo Study

With REGU<sup>®</sup>-SEB

This light cream gel, that gives a refreshing feeling when applied, was formulated for the in-vivo study of PENTAPHARM's active REGU<sup>®</sup>-SEB, which regulates the sebum delivery of oily skin.

| Phase | Ingredients               | INCI Name                                                                     | % w / w | Supplier |
|-------|---------------------------|-------------------------------------------------------------------------------|---------|----------|
| A     | Arlamol HD                | Isohexadecane                                                                 | 5.00    | 100083   |
|       | Luvitol EHO <sup>®</sup>  | Cetearyl Ethylhexanoate                                                       | 2.00    | 100083   |
|       | REGU <sup>®</sup> -SEB    | Serenoa Serrulata Fruit Extract & Sesanum Indicum                             | 5.00    | 100288   |
|       |                           | (Sesame) Seed Oil & Argania Spinosa Kernel Oil & Beta-Sitosterol & Tocopherol |         |          |
| B     | Aristoflex AVC            | Ammonium Acryloyldimethyltaurate, VP Copolymer                                | 1.00    | 100394   |
| C     | Water dem.                | Aqua                                                                          | ad 100  |          |
|       | Glycerin 99.5%            | Glycerin                                                                      | 5.00    | 100523   |
|       | Preservative              |                                                                               | q.s.    |          |
| D     | Sodium Hydroxide 10% sol. | Sodium Hydroxide                                                              | q.s.    |          |

# Silky Feel Mattifying Gel

## With REGU®-SEB

This gel gives a refreshing and non-sticky feeling when applied. It contains REGU®-SEB which regulates the sebum delivery of oily skin. This formulation has also proven short time effect on the amount of sebum.

| Phase | Ingredients                      | INCI Name                                                                                                                | % w / w      | Supplier |
|-------|----------------------------------|--------------------------------------------------------------------------------------------------------------------------|--------------|----------|
| A     | WATER DEM.                       | AQUA                                                                                                                     | ad 100       | 100435   |
|       | Carbopol ETD 2020                | ACRYLATES/C10-30 ALKYL ACRYLATE<br>CROSSPOLYMER                                                                          | 0.20         |          |
|       | Propylene Glycol<br>Preservative | PROPYLENE GLYCOL                                                                                                         | 5.00<br>q.s. |          |
| B     | Dow Corning 9509 Silicone        | DIMETHICONE/VINYL DIMETHICONE                                                                                            | 5.00         | 100099   |
|       | Elastomer Susp                   | CROSSPOLYMER, C12-14 PARETH-12                                                                                           |              |          |
|       | Dow Corning 345 Fluid            | CYCLOPENTASILOXANE, CYCLOHEXASILOXANE                                                                                    | 9.00         | 100099   |
|       | REGU®-SEB                        | SERENOA SERRULATA FRUIT EXTRACT, SESAMUM<br>INDICUM SEED OIL, ARGANIA SPINOSA KERNEL OIL,<br>BETA-SITOSTEROL, TOCOPHEROL | 4.00         | 100288   |
| C     | Sodium Hydroxide 10% sol.        | SODIUM HYDROXIDE, AQUA                                                                                                   | q.s.         |          |

# Disclaimer for guide formulations

*“This information is for illustration purposes only and based upon our current knowledge and experience at the time of printing. We do not make any representation or warranty of any kind, express or implied, including merchantability or fitness for a particular use, with respect to such information or its application. Use of this information is at your discretion and risk. Nothing herein relieves you from carrying out your own suitability determinations and tests. You are responsible for observing all laws and regulations relevant to your products, uses or processes. We do not assume any liability in connection with your product and its use. The foregoing information and suggestions are also provided without warranty of non-infringement as to the intellectual property rights of third parties, and shall not be construed as any inducement to infringe the rights of third parties.”*

# REGU®-SEB *in vivo*

## Visible efficacy after 3 months

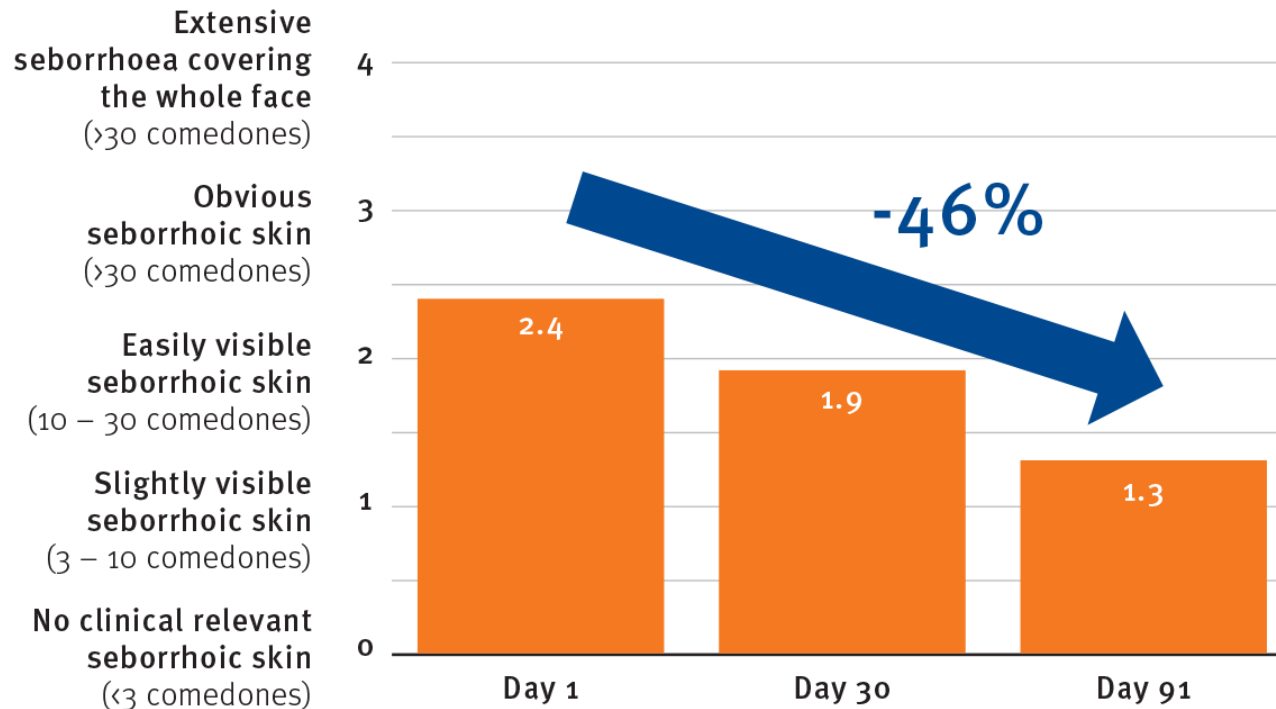
### Study Design

- 10 male volunteers, 19-40 years old, with seborrhoic skin condition
- Application twice daily during 90 days
- 5% REGU®-SEB in a cream-gel
- Parameters: Dermatologists assessments  
Self-evaluation questionnaire

# REGU<sup>®</sup>-SEB *in vivo*

Decreases the severity of seborrhoic skin by 46%

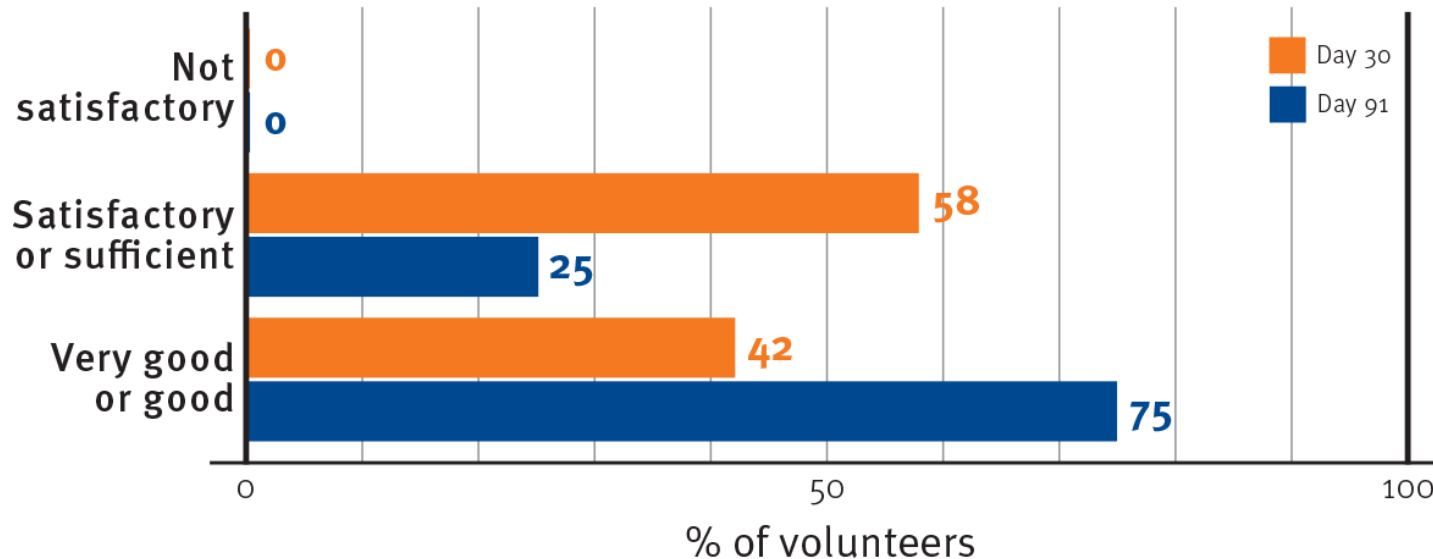
## Dermatologists assessments



# REGU®-SEB *in vivo*

Visible efficacy reported by 75% of the volunteers

Self-evaluation questionnaire



The background of the image is an abstract composition of flowing, overlapping waves in various shades of blue and green. The colors range from deep navy blue to light sky blue and vibrant teal. The waves create a sense of movement and depth, with some areas appearing more saturated than others. The overall effect is a modern, clean, and dynamic visual.

**BRIGHT SCIENCE. BRIGHTER LIVING.™**