

AC MOISTURE-PLEX ADVANCED PF

Hyaluronic Acid Alternative + Potent Moisturizer + Improves Barrier Integrity



AC MOISTURE-PLEX ADVANCED PF



Technical Information:

Product Code: 16503PF

INCI Name: Glycerin & Water & Sodium PCA & Urea & Trehalose & Polyquaternium-51 & Sodium Hyaluronate

INCI Status: Conforms

Suggested Use Levels: 1.0 – 10.0%

Suggested Applications: Moisturizer, Barrier Formation, Hyaluronic Acid Alternative

Solubility: Water Soluble

EPIDERMAL DEFENSE + HYDRATION



Optimally Functioning Skin

- The epidermis is part of our innate immune system and serves as the body's primary defense mechanism against the environment
- Skin needs to protect us from UV damage, free radicals and hazardous microorganisms
- Must provide barrier protection from chemicals and liquids
- Skin's ability to function against environmental stress diminishes if it is not properly hydrated

DRY SKIN + DIMINISHED FUNCTION



Ways skin becomes irritated, dry & damaged?

- Cold temperatures, humidity changes, wind in addition to cosmetic and personal care products can dry out the skin
- Soap, facial cleanser and toners are skin dehydrating culprits
- Many moisturizers contain alcohol which ironically dries the skin!

EPIDERMIS LAYERS + ROLE IN SKIN FUNCTION



Epidermis

- Consists of several layers with the outermost layers being keratinized cells help together by epidermal lipids
- Sebum is secreted on the surface layer to provide moisturizing benefits
- Dry skin is caused by the stripping away of the surface sebum layer
 - Integrity of the epidermal lipids becomes less substantive
 - Keratinized cells separate
 - Result is Red + Itchy + Inflamed + Cracked Skin

AC MOISTURE-PLEX ADVANCED PF



Protecting the Skin

- AC Moisture-Plex Advanced PF was formulated to address skin issues by:
 - ✓ Improving the skin's barrier integrity
 - ✓ Reducing surface evaporation
 - ✓ Improving moisture levels on the skin
 - ✓ Regulating moisture and lipid balance
 - ✓ Increasing cellular renewal

SKIN PROTECTION + INGREDIENTS



AC Moisture-Plex Advanced PF

- Contains a complex of glycerine, sodium PCA, urea, polyquaternium-51 and sodium hyaluronate
- **Glycerin: Hydroscopic + Humectant**
 - Helps hydrate skin and prevent lipid damage
- **Sodium PCA: Hydroscopic**
 - Helps skin stay moist
 - More hygroscopic than glycerine or sorbitol
- **Urea: Moisturizing (NMF) + Exfoliant**
 - Capable of binding water in the strum corneum to prevent water loss
 - Component of the body's natural moisturizing factor (NMF)
 - Functions to smooth and soften skin

SKIN PROTECTION + INGREDIENTS

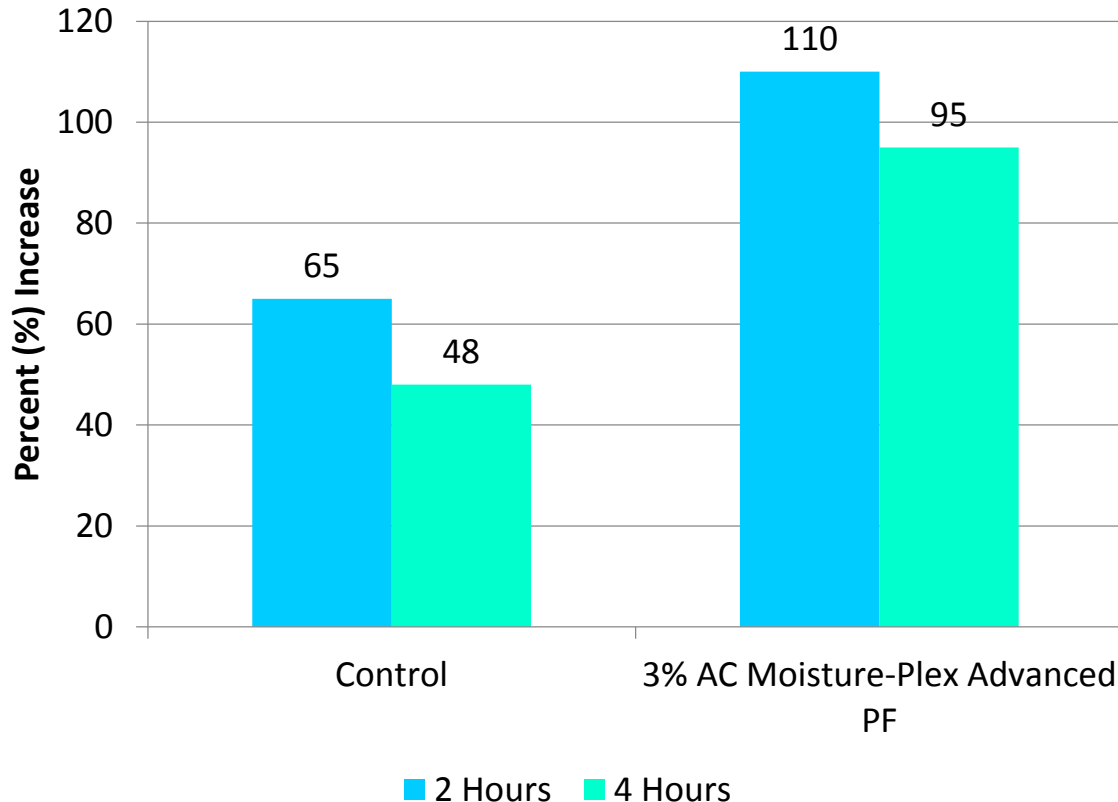
AC Moisture-Plex Advanced PF



- **Polyquaternium-51: Hydroscopic + Moisture Retainer**
 - Stabilized epidermal phospholipids while significantly improving moisture retention
- **Sodium Hyaluronate: Cellular Repair + Cellular Renewal**
 - Minimizes cracking and damage
 - Hyaluronic acid is known to minimize formation of scar tissue
- **Trehalose: Osmo-Regulation + Protectant**
 - Glucose disaccharide
 - Topical application may improve barrier function
 - Possibly prevent heat shock

AC MOISTURE-PLEX ADVANCED PF EFFICACY DATA

In-vivo Moisturization Assay

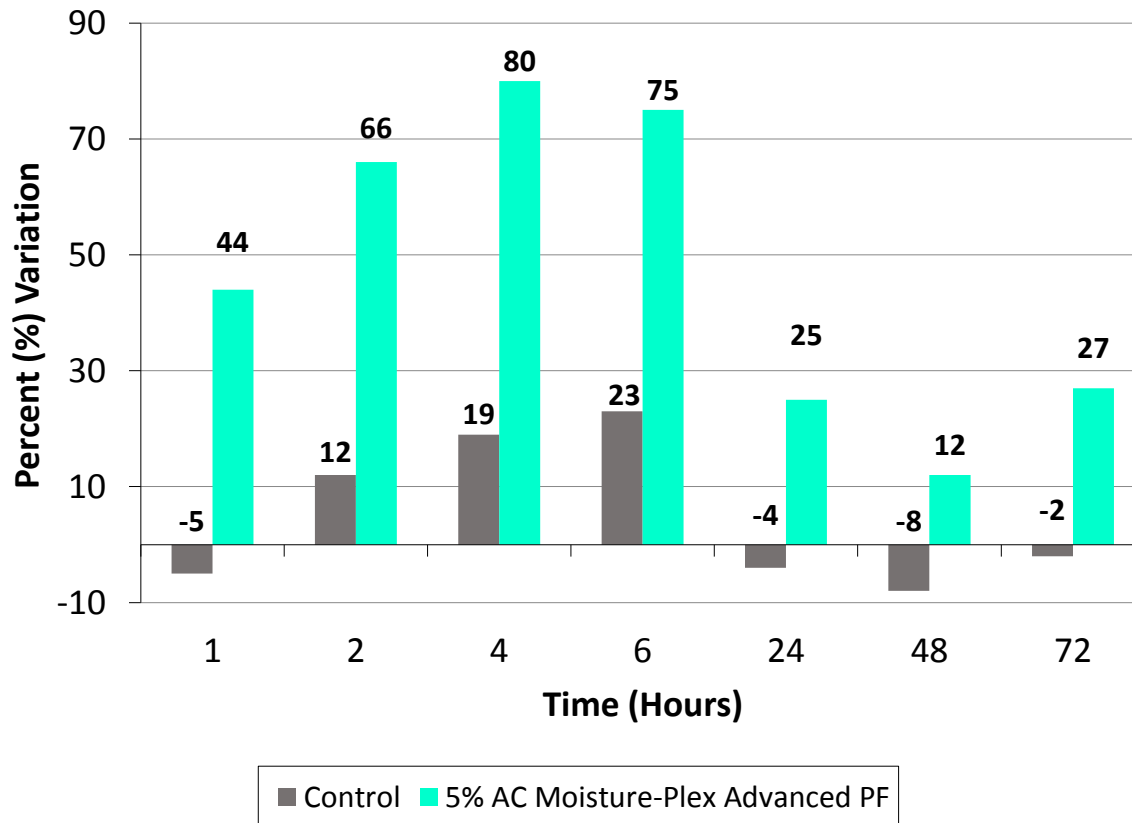


Protocol

- Assay was conducted to determine the effectiveness of AC Moisture-Plex Advanced PF at increasing barrier function and improving moisture levels on the skin
- 7 panelists applied the control lotion (Cetaphil Moisturizing Lotion) and 3.0% AC Moisture-Plex Advanced PF in the base lotion to the respective skin patches on their volar forearms
- Measurements were taken after 2 and 4 hours

AC MOISTURE-PLEX ADVANCED PF EFFICACY DATA

In-vivo 72 Hour Moisture Variation Assay

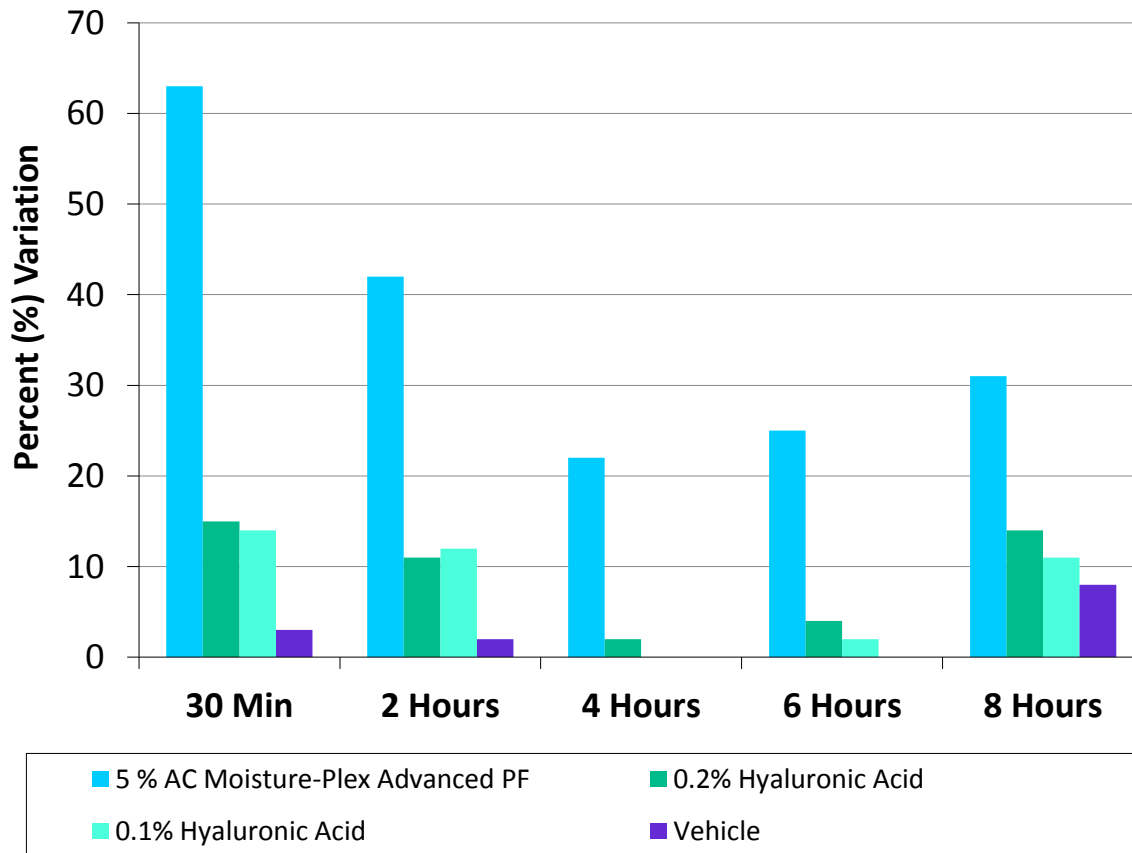


Protocol

- Assay was conducted to determine the effectiveness of AC Moisture-Plex Advanced PF at increasing barrier function and improving moisture levels on the skin over time
- 11 panelists applied the control lotion (Cetaphil Moisturizing Lotion) and 5.0% AC Moisture-Plex Advanced PF in the base lotion to the respective skin patches on their volar forearms
- Measurements were taken after 1, 2, 4, 6, 24, 48, and 72 hours

AC MOISTURE-PLEX ADVANCED PF EFFICACY DATA

In-vivo Moisturization Comparison



Protocol

- Assay was conducted to determine the effectiveness of AC Moisture-Plex Advanced PF at increasing barrier function and improving moisture levels on the skin in comparison to Hyaluronic Acid
- 9 panelists applied the control lotion (Cetaphil Moisturizing Lotion), 5.0% AC Moisture-Plex Advanced PF in the base lotion, 0.2% Hyaluronic Acid and 0.1% Hyaluronic Acid to the respective skin patches on their volar forearms
- Measurements were taken at 30 minutes and again at 2, 4, 6, and 8 hours respectively

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