

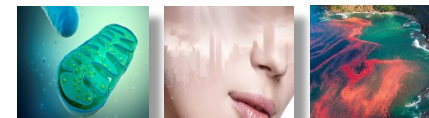
AC CytoPure PF

Cellular Pollution Protection + Anti-Aging + Wound Healing



Tomorrow's Vision... *Today!*[®]

AC CytoPure PF



Technical Information

Product Code: 20757PF

INCI Name: Crypthecodinium Cohnii Extract

INCI Status: Conforms

Suggested Use Level: 1.0-5.0%

Suggested Applications: Anti-Pollution, Antioxidant, Anti-Aging, Wound Healing

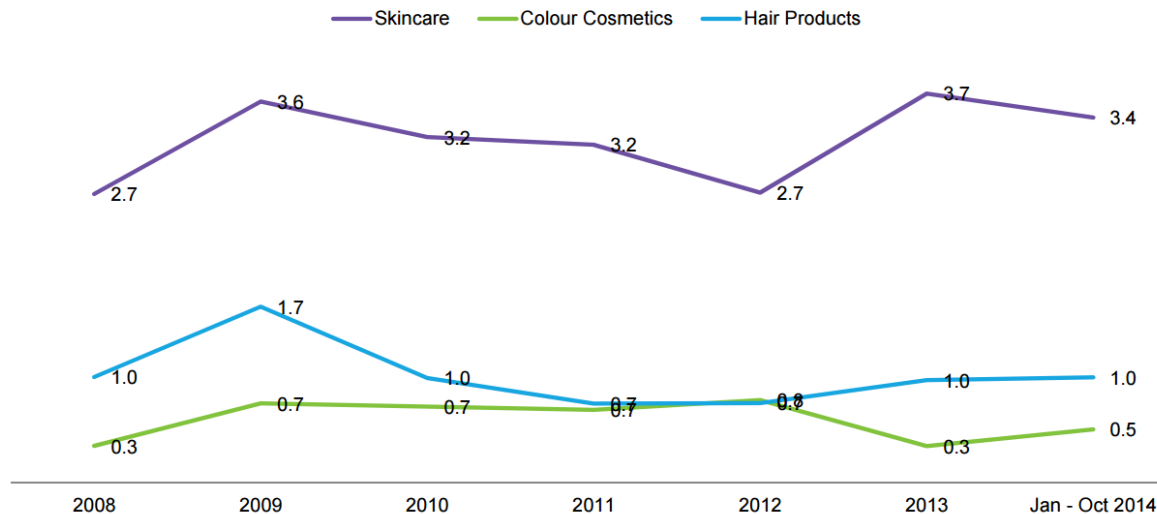
Anti-Pollution & Environmental Protection



The New Protection Claim?

- Anti-pollution claim in skincare launches has grown rapidly in recent years and shows signs of maintaining growth in years to come

Global launches with anti-pollution claim in skincare, colour cosmetics and haircare (% of total)



Source: Mintel GNPD

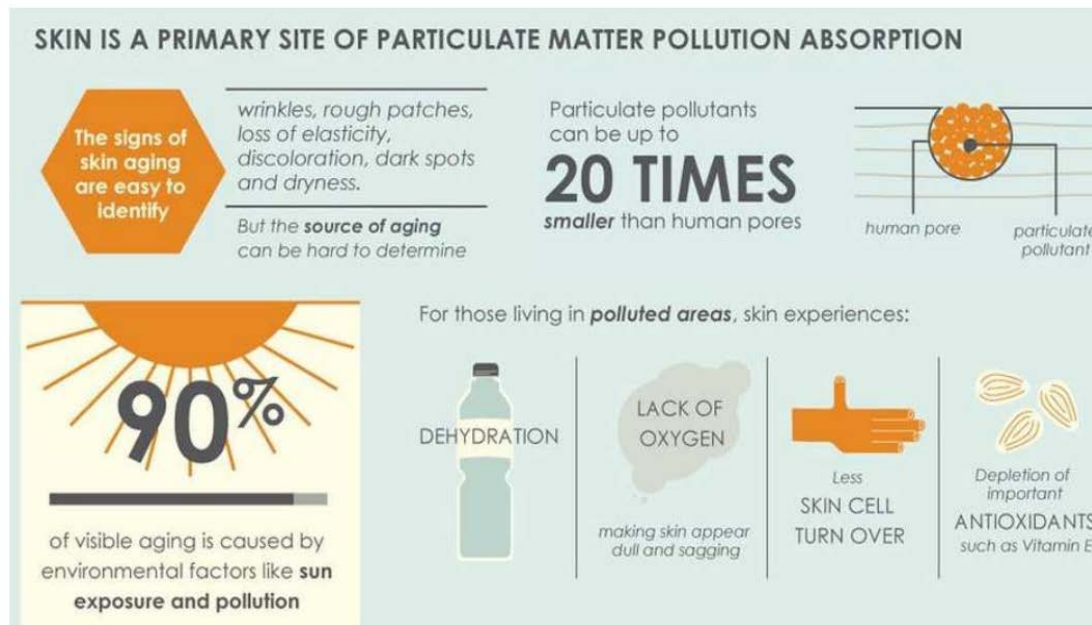
*Search for products where full text search matches "pollution" with word variants

Anti-Pollution & Environmental Protection

Pollution: The New Threat to Skin



- 90% of visible skin aging is caused by environmental stressors
 - Sun exposure, pollution



Sources and Illustration: Clarisonic

Anti-Pollution & Environmental Protection

Pollution: The New Threat to Skin



- 30% of US facial skincare users worry about the effects of the environment on their skin

SKIN | *sensitive* TO THE CITY

Dirt & Pollution

Sun

Stress & Lack of Sleep

Cold & Wind

Dehydration

simple
SENSITIVE SKIN SERIES

14 00 00

DAYS HOURS MINUTES

simple®
is kind to
CITY SKIN

simple
simple

0:25 / 1:00

Anti-Pollution & Environmental Protection

Pollution: The New Threat to Skin



- 41% of Chinese consumers are worried about pollution
 - Helena Rubenstein and Dior launched digital campaigns for PM2.5
 - POND'S launched PM2.5 cleansers

#全国雾霾#大雾攻城，你的肌肤中潜伏了吗？脸上冒出一颗颗小红痘，过敏接踵而来，皮肤彻底变成PM2.5雾霾显示器。蕴含于HR赫莲娜绿宝瓶中的海洋藻，其惊人的防御机制，高效增强肌肤抵抗自由基和辐射的能力，只需一滴精华，即可解决因环境污染带来的肌肤不适。我们无法选择生活，却可以让自己活得更好。



2013-12-5 19:51 来自360浏览器超速版 (51) | 收藏 | 赞

能清除PM2.5的洁面系列
独特二次酸化技术
赋予竹炭洁面5倍附着力



POND'S

ONE ESSENTIAL
红色1号清肌护肤贴士

所选城市污染指数
上海 PM2.5: 61 温度: 25°C 油性

步骤1: 护肤护理
步骤2: 抗老化护理



Dior迪奥推荐产品

Source: Mintel Report Marketing to Consumers A Regional Perspective China 2013
*Survey conducted on adults aged 20-49 years old

Anti-Pollution & Environmental Protection

Pollution: The New Threat to Skin



- 22% of UK women use facial skincare to protect their skin from environment/pollution
- 90% of French facial skincare users agree that lifestyle has a big impact on skin



Clarins Eye Quartet Mineral Palette features an anti-pollution active ingredient to defend the eye contour against free radicals

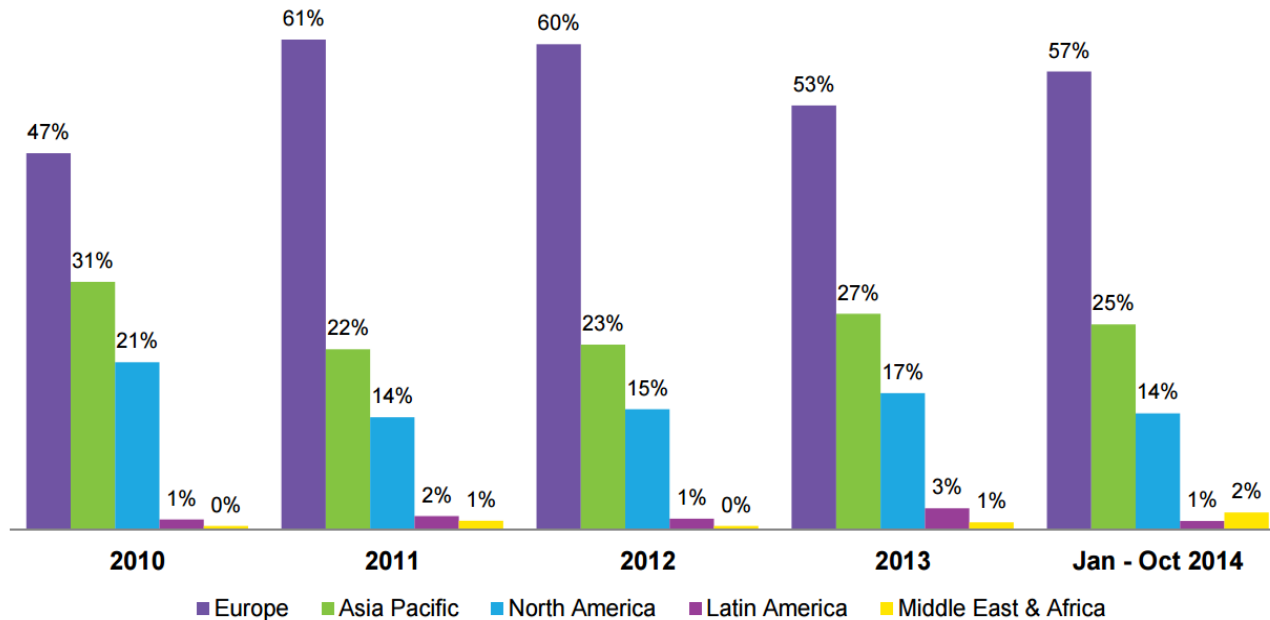
Source: Mintel Consumer Data Chart Facial Skincare 2014
Source: Mintel Report Facial Skincare UK May 2014

Anti-Pollution & Environmental Protection

Anti-Pollution Launches By Region



- Europe dominated anti-pollution skincare launches followed by China, Japan, and India in the Asia Pacific market



Source: Mintel Report

Anti-Pollution & Environmental Protection

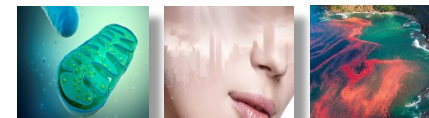
Skin Detoxifying Products



- Products have been marketed to repair pollution-damaged skin through detoxification
- **Dior One Essential Intense Skin Detoxifying Booster serum**
 - Detoxifies continuously, renewing for instantly rested looking and more invigorating skin
- **Bourjois Bio Détox Organic Perfecting Powder**
 - Formulated with chlorophyll to give the complexion oxygen and filter pollution while linen powder mattifies skin



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