

EXO-P™

Biomimetic shield against urban pollution & smog



FAST ACTION IN 7 DAYS!

SKIN BENEFITS

- Protects and cleanses immediately skin exposed to polluted outdoor and indoor environment
- Purifies asphyxiated, dull and devitalized skin
- Provides a luminous and healthy looking skin
- Prevents pollution
- Induced irritation and premature aging

MECHANISM OF ACTION

- Reduces the adhesion of PM2.5* to the skin
- Chelates heavy metals
- Limits free radical activity
- Protects skin and cell integrity against pollutants (cigarette smoke, fuel exhaust)

ORIGIN

- Highly purified exopolysaccharides from French Polynesia kopara (unique microorganism ecosystem)

INCI NAME

- Water (and) Butylene Glycol (and) Alteromonas Ferment Extract

DOSE

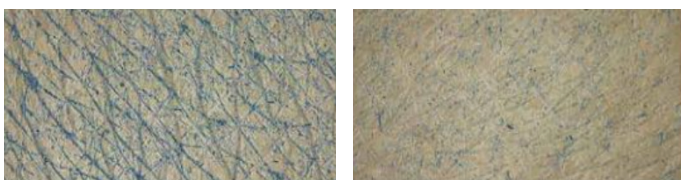
- 1-3%

MULTI-PROTECTIVE AND CLEANSING ACTION

Protection against:

PM2.5	+45%
Free radicals	+28%
Hydrocarbons and heavy metals	+44%

Immediate protective action against PM2.5



Placebo

2% Exo-P

Up to +83% PM2.5 anti-adhesion action!

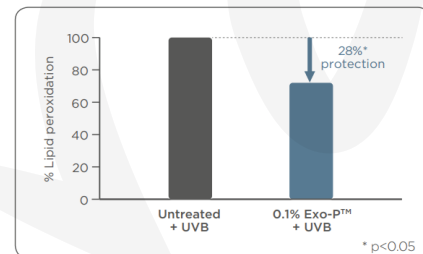
IN VITRO/EX VIVO TEST

Pollution is an increasing concern worldwide due to the industrialization and the release of high quantity of chemical compounds in the air.

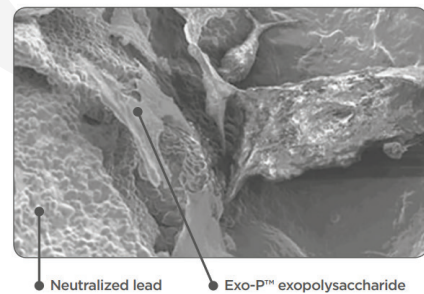
These toxic components adhere to the skin's surface and disturb the horny layer's integrity. This leads to many damages such as the loss of hydration, dull complexion, uneven skin tone, skin irritation, acne, etc.

The urban pollution also contributes to premature aging: urban women's skin ages 10% faster than those who live in the countryside!

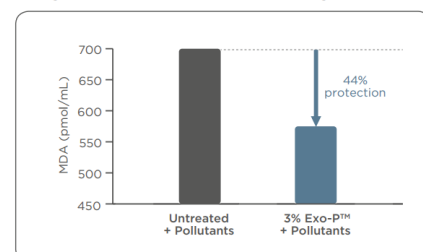
Reduces free radical activity



Chelates heavy metals



Protects skin against hydrocarbons and heavy metals



Exo-P immediately neutralizes the effects of pollutants to prevent premature aging and skin damages!

CLINICAL STUDIES

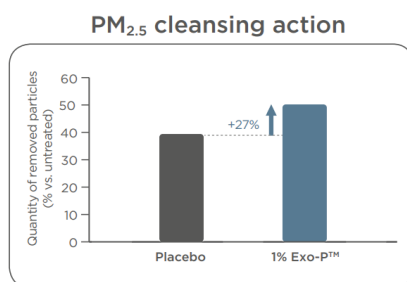
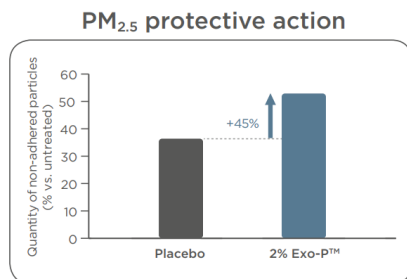
18 volunteers (age 42 to 70)

PROTECTIVE ACTION (ANTI-ADHESION EFFECT)

- Application of a 2% Exo-P™ water solution on forearm;
- Application of PM_{2.5};
- Rinsing with water and wiping with dry cotton.

CLEANSING ACTION

- Application of PM_{2.5} on forearm;
- Cleansing with a 1% Exo-P™ water solution and wiping with dry cotton.



CONSUMER TEST

57 volunteers (age 30 to 50) living in highly polluted cities

- Application of a 2% Exo-P™ cream on face, 2x/day for 7 days
- Self assessment
- Application of a 2% Exo-P™ cream on face, 2x/day for 7 days
- Self assessment

POSITIVE OPINION	%
Improvement in skin dullness	82%
Resistance to external aggressions	82%
Moisturizing effect	80%
Shielding effect	79%
Protection from pollution	77%
Healthy looking skin	77%
Luminous skin tone	74%
Improved adaptation to climatic changes	73%
Prevention of skin irritations	70%

Exo-P™ protects skin against polluted environment to recover a radiant and healthy looking skin in 7 days only!