



Hydroviten[®]PLUS 2290 Advanced Moisture

[2011]

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Hydroviton[®] PLUS

AGENDA



1- SKIN MOISTURE

- Global Market Figures & Insights
- Global Consumer Insights
- Take Out



2- THE SCIENCE OF Hydroviton[®] PLUS

- How does it work?
- Content
- Product description
- Proven results
- Unique Selling Proposal



3- ADVANCED MOISTURE CONCEPT PLATFORMS

Texture proposals with Hydroviton[®] PLUS



4- SYMRISE'S PORTFOLIO FOR MOISTURISERS

1 – SKIN MOISTURE

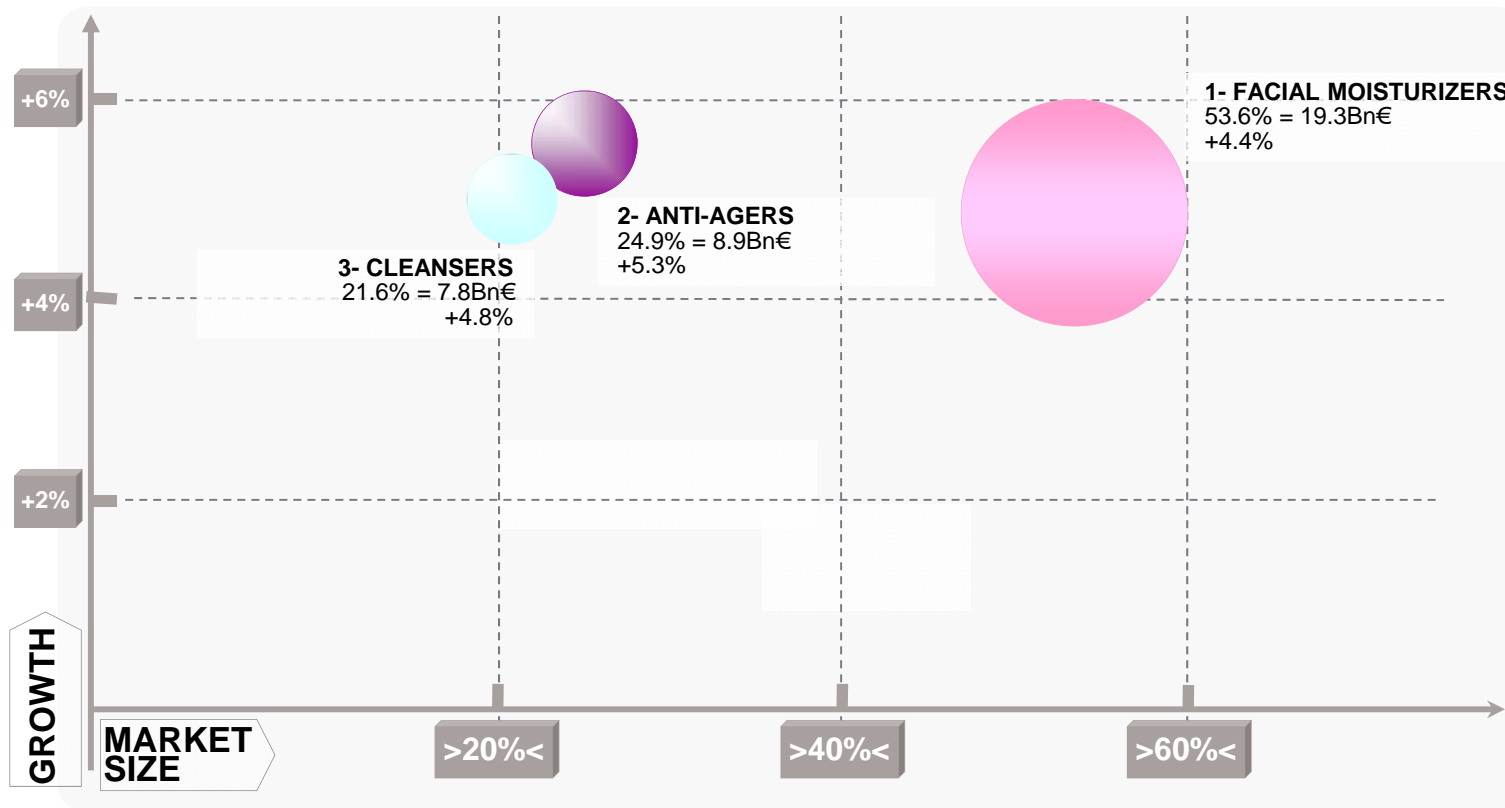
MARKET & CONSUMER APPROACH



SKIN MOISTURE

GLOBAL MARKET FIGURES

MOISTURISERS REPRESENT OVER 50% OF THE TOTAL FACE CARE MARKET



SKIN MOISTURE

GLOBAL MARKET INSIGHTS

MOISTURE IS THE KEY FUNCTION FOR SKIN CARE

FACE CARE

- **Moisturising / hydrating = Top Claim**, accounting for 58% of total launches.
- **Long-lasting** products maintain an 11% share of total launches.
- To add a **more premium touch** to moisturising products, many launches state the use of **natural / botanical ingredients**.



(Mintel Report, Category Facial Care, January 2011)

BODY CARE

- **Moisturising / hydrating = Top Claim**, accounting for more than 75% of market products.
- **Instant yet long-lasting results are expected:**
 - 23% of launches with **fast action claim**,
 - 15% of market products with **long-lasting hydrating claims**.



- **Plants provide hydration: 2/3 of products** feature the botanical / herbal claim; with a general focus is on hydrating the skin.

(Mintel Report, Category Insight Body Hand and Foot Care, July 2011)

SKIN MOISTURE

GLOBAL CONSUMER INSIGHTS

HYDRATING IS N° 1 SKIN-RELATED ATTRIBUTE IN CHOOSING PRODUCTS !

SKIN CARE MARKET:

- **60% of women state that they are concerned about dry skin issues**

(Mintel Report, Body Care and Depilatories, July 2011)

- **Skin dryness = 2nd main skin issue that consumers are concerned about** (after body odor / sweat)

(Datamonitor Report, The Future of Skin Care)

- **61% consumers find moisturising benefits important when choosing skin care products** – it is the **2nd most important attribute** in the choice of products after value-for-money (70%)

(Datamonitor Report, The Future of Skin Care)



EVER MORE PRICE CONSCIOUS CONSUMERS EXPECT ESSENTIAL PRODUCTS FOR A HEALTHY, WELL-HYDRATED AND YOUTHFUL SKIN

SKIN MOISTURE

LATEST LAUNCHES

3 MAINS EXPRESSIONS, FROM BASIC TO MORE ADVANCED / SOPHISTICATED MOISTURE:

ESSENTIAL CARE

Basic need of hydration : Both fast absorption and long-lasting skin moisture (48h)

11



VICHY (L'Oreal)
Nutri Extra
Body Cream

11



NIVEA (Beiersdorf)
Express Hydration
Body Lotion & Gel

MOISTURE PLUS

Deeper / More intense hydration for sensitive, tight skin or damaged hair for maximum comfort

11



GARNIER (L'Oreal)
Intensive 7 Days
Range

11



FA (Henkel)
Nutri Skin
Rich Body Milk

10



SYOSS (Henkel)
Moisture Intensive Care
Shampoo

ANTI-AGE

Fighting the signs of aging (anti lines and wrinkles, replump from the inside)

11



ESTEE LAUDER
Day Wear Multi Protection
Anti-Oxidant Cream

10



DIADERMINE (Henkel)
Expert - 3D Wrinkles
Day Cream

1 TRANSVERSAL AND MORE EMOTIONAL EXPRESSION OF MOISTURE:

NATURAL CARE

Global trend: Crave for naturalness in beauty care, yet still looking for maximum efficiency

11



NIVEA (Beiersdorf)
Pure & Natural
Face & Body Care

10



VASELINE (Unilever)
Sheer Infusion
Body Lotions

10



TRESEMME (A.Culver)
Naturals
Nourishing Moisture

2 – THE SCIENCE OF HYDROVITON® PLUS



Hydroviton® PLUS

HOW DOES IT WORK?

- Is a smart blend of :
 - small hygroscopic molecules that **penetrate the skin and restore the NMF mixture**
 - and**
 - long chain filmogenic polymers to **capture and retain moisture** on the surface of the skin and **prevent from evaporation and dessication**

- Acts on 2 levels :
 - **Short term** : immediate supply of hydration
 - **Long term** : improvement of the own skin's water management

- Has an excellent substantivity **on hair and skin**

- Naturally increases the skin's own capacity to retain water

Hydroviteon[®] PLUS

CONTENT

- Trehalose
 - Fructose
 - Maltose
- Natural moisturizing sugars (saccharides) from vegetal origin.

- Hyaluronic acid
- Glycoaminoglycan naturally occurring in skin

- Sodium lactate
 - Urea
 - Allantoin
 - Sodium PCA
 - Glycerin
 - Hydrolite 5
- NMF/Humectant/physio-moisturizers

Hydrovite[®] PLUS

PRODUCT DESCRIPTION

- Clear liquid odorless, colorless
- Recommended dosage : 1-4%
- Stable, easy to formulate, water soluble
- pH=5.5
- Preservative free
- All ingredients are listed on the CTFA 2004 list
- Highly cost effective
- INCI: Water (aqua), Pentylene Glycol, Glycerin, Fructose, Urea, Citric acid, Sodium Hydroxide, Maltose, Sodium PCA, Sodium Chloride, Sodium Lactate, Trehalose, Allantoin, Sodium Hyaluronate, Glucose

Hydrovitor® PLUS

PROVEN RESULTS - CLINICAL STUDY

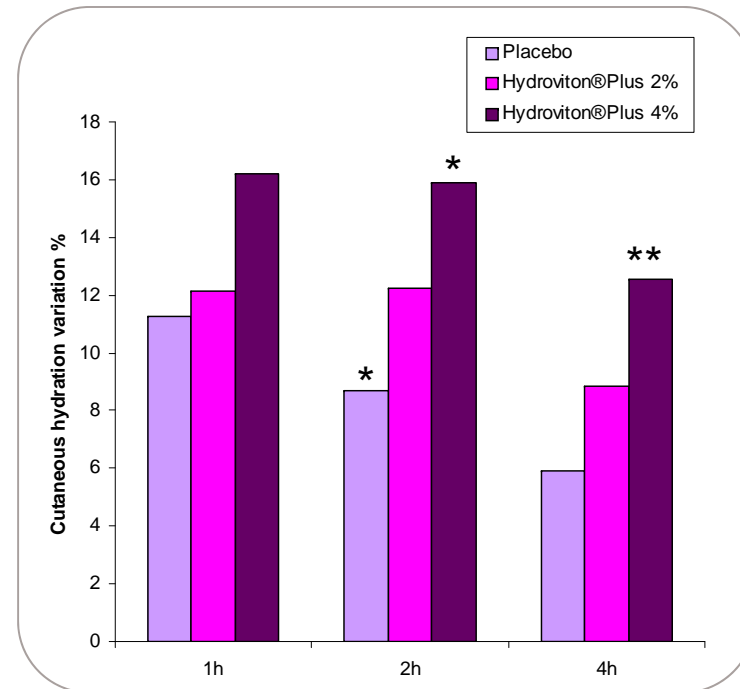
Hydrovitor® PLUS IS A GOOD MOISTURIZER OF EPIDERMIS SUPERFICIAL LAYERS AT SHORT TERM

■ **TEST** : Short-Term Skin Moisture Efficiency

■ **RESULTS** : Lotion with 2% and 4% Hydrovitor® PLUS present a better moisturizing effect of epidermis superficial layers than placebo 1, 2 and 4 hours after single standardized application.

■ Measure of the Cutaneous hydration rate (corneometer®) vs untreated zone

- 20 subjects having a **normal** skin
- 1 single application on forearms
- Application of o/w emulsion : Placebo/2% Hydrovitor® PLUS/4% Hydrovitor® PLUS
- Kinetics : 1h, 2h, 4h



Statistical significance

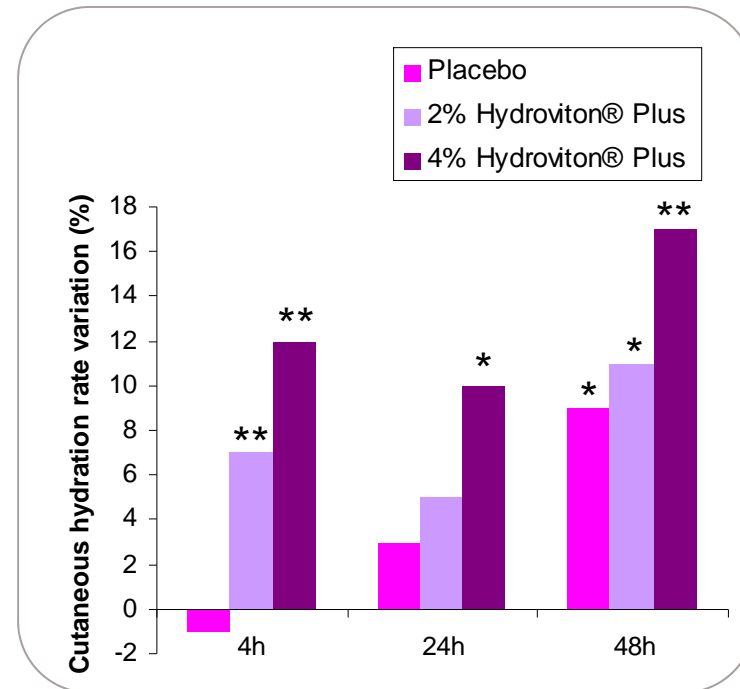
- *p < 0.05
- **p = 0.05

Hydrovition® PLUS

PROVEN RESULTS - CLINICAL STUDY

Hydrovition® PLUS IS A VERY GOOD MOISTURIZER OF EPIDERMIS SUPERFICIAL LAYERS AT VERY LONG TERM – 48H MOISTURE

- **TEST** : Long-Term Skin Moisture Efficiency
- **RESULTS** : Lotion with 2 and 4% Hydrovition®PLUS presents a significant moisturizing effect of epidermis superficial layers 4, 24 and 48 hours after **its single standardized application**.
- Measure of the Cutaneous hydration rate (corneometer®) vs untreated zone
 - 10 subjects having a **dry** skin
 - 1 single application on forearms
 - Application of o/w emulsion : Placebo/2% Hydrovition® PLUS/4% Hydrovition® PLUS
 - Kinetics : 4h, 24h, 48h



Statistical significance

•*p<0.002

•**p<0.001

Hydrovition® PLUS

PROVEN RESULTS – IN VITRO TEST

Hydrovition® PLUS PROVEN EFFICACY ON HAIR (WASH OFF)

- **TEST** : Hair Moisture Efficiency : Influence of Hydrovition® PLUS on the capillary water content of Hair -rinse off product
- **PROTOCOL : WASH-OFF**
 - Measurement of the capillary hair content
 - 20 Hair strands (non treated/undamaged hair) are weighted before and after dessication
 - Methodology : before/after – Product vs non treated / Placebo vs non treated
 - One single standardized application of shampoo : Placebo shampoo and Hydrovition® PLUS 4%
 - Hair strands are washed with the shampoo. After 5 minutes they are rinsed with water (standardized protocol) and dried by dessication (4 hours).

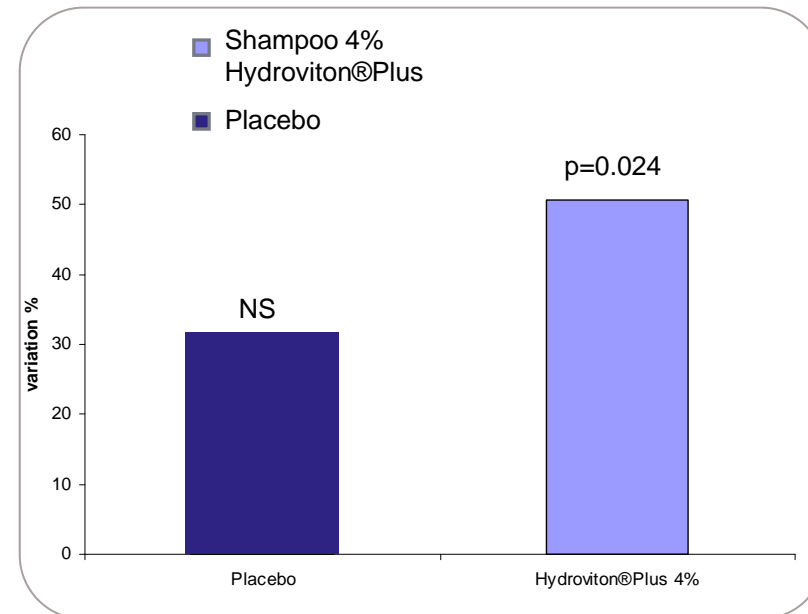


Hydrovition® PLUS

PROVEN RESULTS – IN VITRO TEST

Hydrovition® PLUS INCREASES THE CAPILLARY WATER CONTENT BY 51%

- **TEST:** Average variation of water content (%) of the hair strands after a single standardized application of shampoo
- **RESULT :** + 51% hydration !



→ In comparison with non-treated strands 4% Hydrovition® PLUS in shampoo (rinse off) induced a significant increase in the capillary water content (+51%) which characterizes an improvement in the hydration of hair

Hydrovite[®] PLUS

UNIQUE SELLING PROPOSAL



MARKETING / CONSUMER BENEFITS

INSTANT YET LONG-LASTING MOISTURE

- Prevents from skin dryness, Brings long-lasting comfort (48h hydration)

THIRST QUENCHING

- Restores moisture to the skin's layers, Prevents loss of water, Increases skin own capacity to retain water/ Provides suppleness to the skin
- Restore the hair's moisture level to its optimum value preventing the hair from dryness responsible for brittleness and frizziness.

ANTI-AGING ACTION

- Moisturizing/hydrating = first step to fight skin ageing as skin's own moisturizers decrease with age
- Contains hyaluronic acid to help re plump the skin

SKIN FRIENDLY ACTIVE

- Contains natural sugars & moisturizers naturally occurring in the skin

TECHNICAL BENEFITS

• COST-EFFICIENCY

- **IMMEDIATE** supply of hydration and **LONG-TERM** improvement of **SKIN & HAIR WATER'S MANAGEMENT**

- Proven on skin: +17% Hydration 48h after one single application
- Proven on hair: increases the water content of hair by 50%

- Maintains **THE OPTIMAL HYDRATION** of stratum corneum

- **EXCELLENT SUBSTANTIVITY** on hair and skin

- **Listed in CTFA 2004**

3 – ADVANCED MOISTURE CONCEPT PLATFORMS



Hydrovite[®] PLUS

KIT & CONCEPTS

MOISTURE EXPRESSIONS REVEAL DIFFERENT POWERS OF Hydrovite[®] PLUS

3 MAINS EXPRESSIONS, FROM BASIC TO MORE ADVANCED / SOPHISTICATED MOISTURE:

ESSENTIAL CARE

Basic need of hydration : Both fast absorption and long-lasting skin moisture (48h)

ESSENTIAL MOISTURE
NON-STOP HYDRATION
Low Cost Body Lotion

MOISTURE PLUS

Deeper / More intense hydration for damaged hair giving it a smooth appearance and lots of shine

VITAL MOISTURE
HYDRA THERAPY
Thirst Quenching Shampoo

ANTI-AGE

Fighting the signs of aging (anti lines and wrinkles, re-plump from the inside)

ANTI-AGING MOISTURE
YOUNGER LONGER!
Anti-Age Day Cream

1 TRANSVERSAL AND MORE EMOTIONAL EXPRESSION OF MOISTURE:

NATURAL CARE

Global trend: Crave for naturalness in beauty care, yet still looking for maximum efficiency

NATURAL MOISTURE
PURE MOISTURE
Light Moisturizing Gel

Hydroviton® PLUS

ESSENTIAL MOISTURE: CONCEPT IDEA



Platform: ESSENTIAL CARE

NON-STOP HYDRATION!

An efficient solution to push the boundaries of dehydration up to 48h for optimum skin suppleness and comfort !

Simple yet waterlogged, it provides an immediate supply of hydration bringing back to normal the natural moisture balance of your skin and boosting its own capacity to retain water for longer. Nutrition and stimulation for long term healthy look and feel... Even for dry and sensitive skin!

Texture: LOW COST WATERPROOF BODY LOTION

KEY CONSUMER INSIGHTS

Efficacy is a top-of-mind consideration for the majority of consumers when purchasing skincare products
> Long-lasting formulas convince consumers of product efficacy

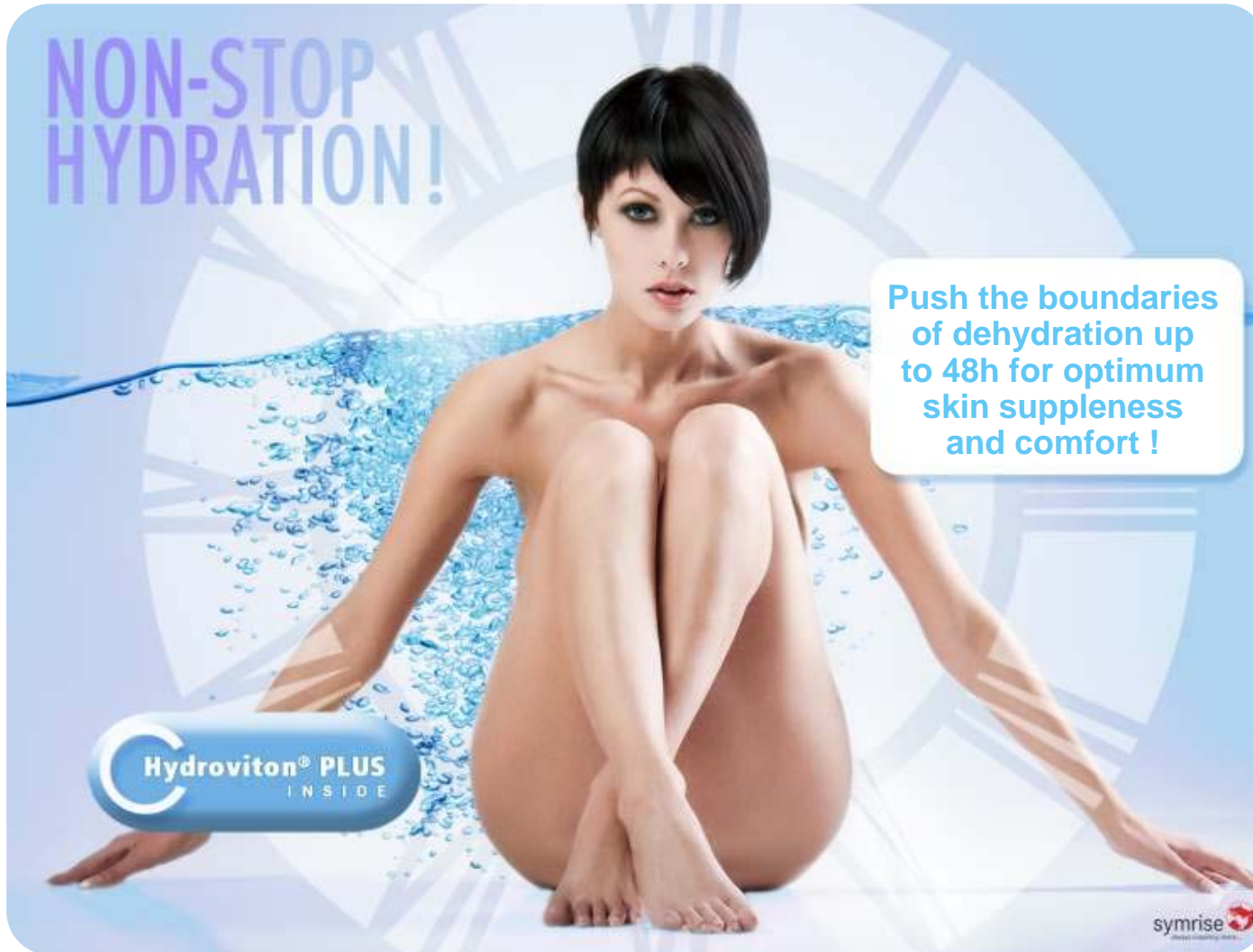
Datamonitor, The Future of Skin Care, March 2010

Value-for-money is the main skincare product attribute desired by global consumers

Datamonitor, The Future of Skin Care, March 2010

Hydroviton® PLUS

ESSENTIAL MOISTURE: CONCEPT IDEA



Hydroviton® PLUS

VITAL MOISTURE : CONCEPT IDEA



Platform: MOISTURE PLUS

HYDRA THERAPY

Water, Water, Water... the best ally for inside out hair beauty! Moisture helps your hair to recover its normal water content and improves its capacity to retain water efficiently preventing from hair dryness which is responsible for frizziness and brittleness.

For all hair types yet even more for one who have curly, hard to keep under control hair.

Give your hair enough water for even smoother appearance, vitality and health and bring back the shine !

Texture: THIRST QUENCHING SHAMPOO

KEY CONSUMER INSIGHTS

Haircare is important to consumers on an emotional level as well as being a pivotal fact of managing day-to-day appearance

Datamonitor, The Future of Haircare, February 2010

Consumers attribute an extremely high value to how hair affects their overall appearance

Datamonitor, The Future of Haircare, February 2010

Hydroviton® PLUS

VITAL MOISTURE: CONCEPT IDEA



Water, Water, Water ...
to prevent from
hair dryness and to
bring back the shine!

Hydroviton® PLUS
INSIDE

Hydroviton® PLUS

ANTI-AGING MOISTURE: CONCEPT IDEA



Platform: ANTI AGE

YOUNGER LONGER

It is said that beauty is not only about looking young, but also about feeling young!

However it is recognized that the skin's own moisturizers decrease with aging leading to a clear need for innovative care fighting against age-induced skin dryness.

Locking moisture and preventing the loss of water into the skin provide reinforced and long-term hydration (48h), at the basis of day-to-day anti-age battle.

Texture: ANTI AGE DAY CREAM

KEY CONSUMER INSIGHTS

Consumers want anti-aging benefits from their skincare products – 50% of consumers find it is a key attribute in choosing their skin care products

Datamonitor, The Future of Skin Care, March 2010

Consumers desiring to look younger for longer

Datamonitor, The Future of Skin Care, March 2010

Hydroviteon[®] PLUS

ANTI-AGING MOISTURE: CONCEPT IDEA



**YOUNGER
LONGER**

**Hydroviteon[®] PLUS
INSIDE**

**Reinforced and long-term hydration
(48h) to fight against age-induced skin dryness.**

symrise
always inspiring more...

Hydroviton® PLUS

NATURAL MOISTURE: CONCEPT IDEA



Platform: NATURAL CARE

PURE/TRUE/INNATE MOISTURE

A skin friendly care boosting the hydration process at its source thanks to natural moisturizers inside: fruit & plant sugars as well as NMF (Natural Moisturizing Factors) which are naturally synthesized and located within the skin.

Soft yet powerful, full of moisture providing a light feeling on the skin while answering its hydration needs (48h hydration).

Texture: LIGHT MOISTURISING GEL

KEY CONSUMER INSIGHTS

Natural and ethical skincare is of growing appeal to consumers.

Datamonitor, The Future of Skin Care, March 2010

Beauty innovation, especially in skincare, is at a crossroads between technologically advanced, science-led products and natural formulations, and there is an increasing convergence between the two

Datamonitor, The Future of Skin Care, March 2010

Hydroviteon[®] PLUS

NATURAL MOISTURE: CONCEPT IDEA





SYMRISE'S PORTFOLIO FOR ANTI-AGE





 Dragoderm®	 Dragosine®	 Hydrolite 5®	 Hydroviton® 24	 Hydroviton® PLUS	 SymFinity® 1298	 SymGlucan®	 SymMatrix®	 SymPeptide™ 222	 SymPeptide™ 225	 SymPeptide™ 239	 SymRelief® 100	 SymRepair® 100	 SymVital®	 SymWhite® 377	 SymHelios® 1031
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1 - Skin Moisture

-  Dry Skin
-  Thinner & More Fragile Skin

2 - Wrinkles & Skin Density

-  Wrinkles & Fine Lines
-  Sagging Skin - Loss of elasticity & firmness

3 - Skin Tone

-  Loss of Even Skin Tone
-  Dark Spots
-  Dull Skin



-  Nature-inspired
-  Natural
-  Synthetic

APPENDIX

Hydrovite[®] PLUS TOOL BOX

2 PRESENTATIONS



General Presentation

- Marketing + Technical presentation
- About 30 pages
- Target = MKG + R&D



Quicksheet

- Technical summary
- 2 pages
- Target = R&D

TEXTURE SET

A kit of 4 textures:

Texture

- Low Cost Body Lotion -67/CCSKN 1123/00
- Thirst Quenching Shampoo - 67/CWHS1128/01
- Anti-Age Day Cream - 67/CCFCE1124/00
- Light Moisturising Gel - 67/CBFCE 1125/00
- Contact the Paris LE Lab (+33 1 55 46 4522)

Description

- Floral Wh. Flower Musky
- Floral Fruity Marine
- Floral Floral Green
- Floral Green Musky

Fragrance

- 299360
- 391249
- 251730
- 478950

Hydrovition® PLUS

CONTENT

Hydrovition® PLUS CONTAINS NATURAL SUGARS:

- **Trehalose** is a naturally occurring saccharide present in a wide variety of plant and animal, enabling survival in the harshest climatic conditions. It replaces water in tissues, reduces the damage from dryness, heat and cold – retaining the natural structure of the skin and hair.

Thus it can be used as an effective moisturizer allowing protection from potentially damaging climatic conditions.

- **Maltose** or malt sugar, is the disaccharide produced when amylase breaks down starch. It is found in germinating seeds such as barley. It is a very good moisturizer.
- **Fructose** or fruit sugar, is a simple monosaccharide found in many foods. It is one of the three important dietary monosaccharides along with glucose and galactose.

Hydrovition® PLUS

CONTENT

Hydrovition® PLUS CONTAINS A NATURAL & ESSENTIAL MOISTURISER:

- **Hyaluronic acid** or Hyaluronan (also hyaluronate) is an anionic, non sulfated glycosaminoglycan (GaGs) distributed widely throughout connective, epithelial, and neural tissues. Hyaluronan is an abundant component of skin, where it is involved in tissue repair and in the preservation of the tissue hydration

- GAGs like Hyaluronan are known for their extremely high water binding capacity
 - Hyaluronic acid is a filmogenous molecule
 - Its hydrating action is due to its capacity to slowdown evaporation and to retain water molecule by linkage

- Not animal derived. Produced from fermentation process.

Hydrovite[®] PLUS

CONTENT

Hydrovite[®] PLUS CONTAINS NMF & HUMECTANT :

- **Sodium lactate/lactic acid** : NMF ingredient, skin rejuvenator
- **Urea** : NMF ingredient. Hygroscopic substance. Good hydrating effect. Capacity to penetrate the epidermis.
- **Allantoin** : Promotion of cell proliferation. Keratolytic action. Soothing action. Beneficial influence on skin moisture.
- **Sodium PCA** : Pyrrolidonecarboxylic Acid Sodium Salt. Physio-moisturizer
- **Glycerin** : Humectant. Hydroscopic substance. Acts on the surface of the skin. Long lasting hydration effect.
- **Hydrolite 5** (Pentylene glycol) : moisturizer

Hydrovite[®] PLUS

ANNEXE

Hydrovite[®] PLUS CONTAINS NMF – REMINDER :

- NMF= Natural Moisturizing Factors
- Are low molecular, water soluble, water binding break-down products of filaggrin. NMF make up 20-25 % of the dry matter of corneocytes
- NMF constitute a blend of free amino acids, serine, glycine, alanine, histidine, and other ingredients like urea,...
- NMF are synthesised and located within the Stratum Corneum. This hygroscopic mixture retains moisture within the SC and helps to maintain suppleness of the skin
- The skin's own moisturizers decrease with aging
- Due to the compromised permeability barrier and decrease of moisturizing factors the water loss via diffusion increases in aged skin
- The NMF are easily washed off by using soaps and surfactants resulting in tautness of skin, desquamation and loss of suppleness

SYMRISE, ALWAYS INSPIRING MORE...

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