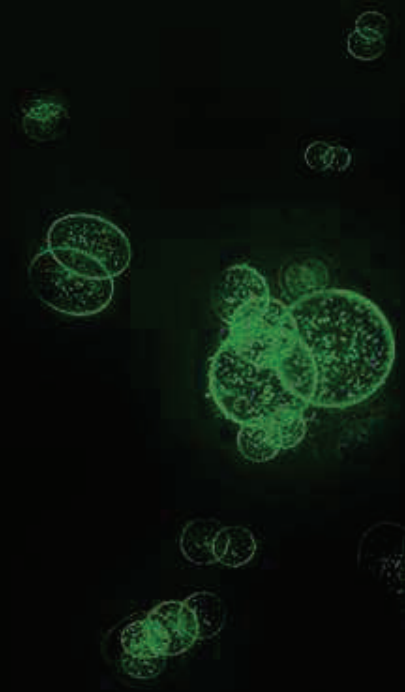


HR

HELENA RUBINSTEIN



MAJOR BIOTECHNOLOGICAL INNOVATION

SKIN'S SELF-REGENERATION INSTINCT

OCEANIC CRISTA A MIRACLE OF NATURE

THE POWER OF VEGETAL STEM CELLS

3 POWERFUL ACTIONS

EXCEPTIONAL RESULTS

EXCEPTIONAL COMMUNICATION

COMPETITIVE ENVIRONMENT

PRODIGY RANGE

PIONEER OF HIGH TECH NATURALITY

HR
HELENA RUBINSTEIN



2002

ENCAPSULATED
BIO SAP

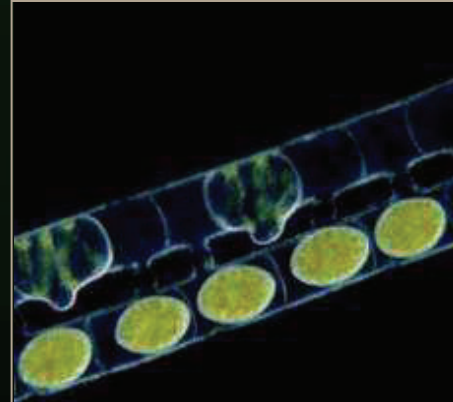
PRODIGY



2006

BIO-MATRICET™
PLANT TISSUE EXTRACTS IN
EMBRYONIC STATE

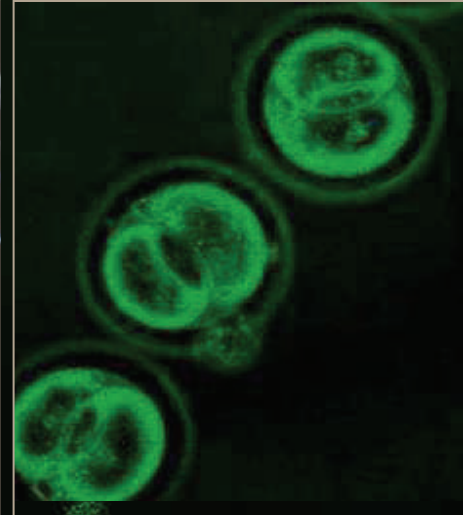
PRODIGY TISSULAR



2009

BIO-SAP EXTRÊME
NATIVE VEGETAL CELLS
OF SEQUOIA & VIGNA FLOWERS

PRODIGY EXTRÊME



2010

MAJOR INNOVATION

MAJOR BIOTECHNOLOGICAL
INNOVATION

SKIN'S SELF-REGENERATION
INSTINCT

OCEANIC CRISTA
A MIRACLE OF NATURE

THE POWER OF
VEGETAL STEM CELLS

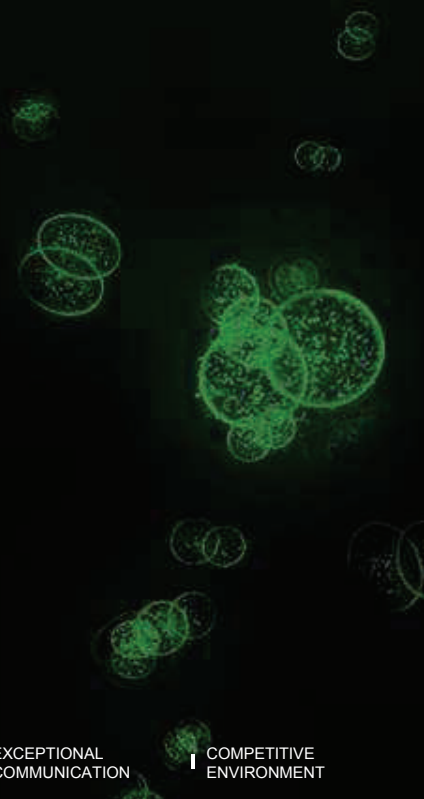
3 POWERFUL
ACTIONS

EXCEPTIONAL
RESULTS

EXCEPTIONAL
COMMUNICATION

COMPETITIVE
ENVIRONMENT

MAJOR BREAKTHROUGH ON VEGETAL STEM CELLS



MAJOR BIOTECHNOLOGICAL
INNOVATION

SKIN'S SELF-REGENERATION
INSTINCT

OCEANIC CRISTA
A MIRACLE OF NATURE

THE POWER OF
VEGETAL STEM CELLS

3 POWERFUL
ACTIONS

EXCEPTIONAL
RESULTS

EXCEPTIONAL
COMMUNICATION

COMPETITIVE
ENVIRONMENT

HELENA RUBINSTEIN CREATES: YOUTH GRAFTER CARE



MAJOR BIOTECHNOLOGICAL
INNOVATION

SKIN'S SELF-REGENERATION
INSTINCT

OCEANIC CRISTA
A MIRACLE OF NATURE

THE POWER OF
VEGETAL STEM CELLS

3 POWERFUL
ACTIONS

EXCEPTIONAL
RESULTS

EXCEPTIONAL
COMMUNICATION

COMPETITIVE
ENVIRONMENT

SKIN'S SELF-REGENERATION POWER

THE SURVIVAL MECHANISM OF THE SKIN

HR
HELENA RUBINSTEIN



SKIN IS AGGRESSED BY EVERYDAY LIFE,
ITS NATURAL DEFENSES DIMINISH.

THE SKIN HAS A PHENOMENAL SURVIVAL
INSTINCT, READY TO SELF-REPAIR
BY GENERATING NEW CELLS.

WITH AGE, SKIN'S REGENERATIVE
CAPACITY BECOMES EXHAUSTED.



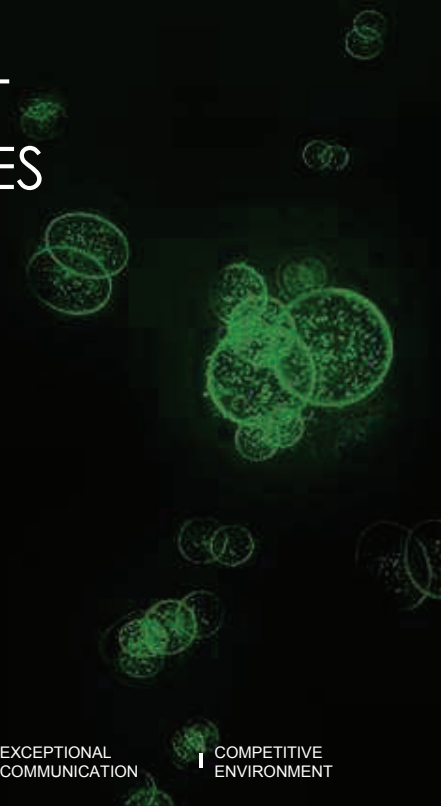
OCEANIC CRISTA

A TRUE MIRACLE OF NATURE

HR
HELENA RUBINSTEIN



A POWERFUL PLANT
WITH EXCEPTIONAL
SURVIVAL FACULTIES



MAJOR BIOTECHNOLOGICAL
INNOVATION

SKIN'S SELF-REGENERATION
INSTINCT

OCEANIC CRISTA
A MIRACLE OF NATURE

THE POWER OF
VEGETAL STEM CELLS

3 POWERFUL
ACTIONS

EXCEPTIONAL
RESULTS

EXCEPTIONAL
COMMUNICATION

COMPETITIVE
ENVIRONMENT

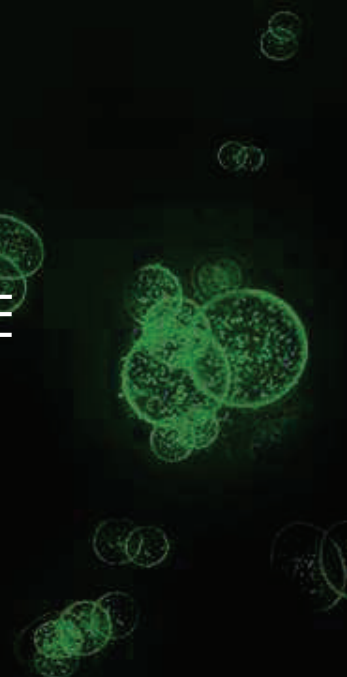
OCEANIC CRISTA

A TRUE MIRACLE OF NATURE

HR
HELENA RUBINSTEIN



THE HELENA RUBINSTEIN
LABORATORIES
HAVE ISOLATED THE
QUINTESSENCE OF LIFE



MAJOR BIOTECHNOLOGICAL
INNOVATION

SKIN'S SELF-REGENERATION
INSTINCT

OCEANIC CRISTA
A MIRACLE OF NATURE

THE POWER OF
VEGETAL STEM CELLS

3 POWERFUL
ACTIONS

EXCEPTIONAL
RESULTS

EXCEPTIONAL
COMMUNICATION

COMPETITIVE
ENVIRONMENT

OCEANIC CRISTA

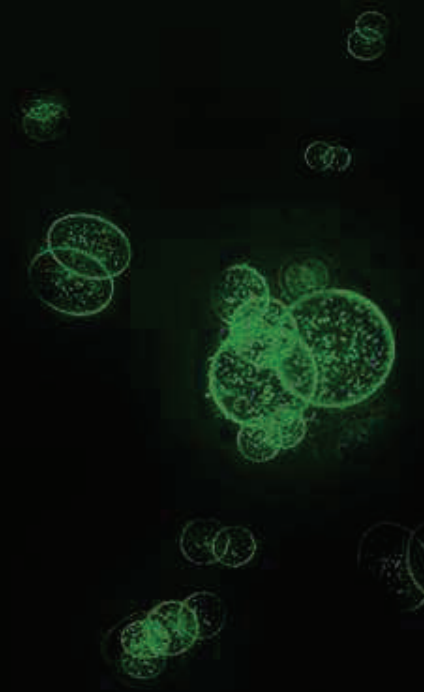
A TRUE MIRACLE OF NATURE

HR
HELENA RUBINSTEIN



VEGETAL STEM CELLS

100% ACTIVE POWER



MAJOR BIOTECHNOLOGICAL INNOVATION

SKIN'S SELF-REGENERATION INSTINCT

OCEANIC CRISTA A MIRACLE OF NATURE

THE POWER OF VEGETAL STEM CELLS

3 POWERFUL ACTIONS

EXCEPTIONAL RESULTS

EXCEPTIONAL COMMUNICATION

COMPETITIVE ENVIRONMENT

NATIVE VEGETAL CELLS

3 POWERFUL ANTI-AGEING ACTIVITIES

HR
HELENA RUBINSTEIN

1
CELL
REGENERATION

2
TISSULAR
REPAIR

3
ANTI FREE-RADICAL
DEFENSE

MAJOR BIOTECHNOLOGICAL
INNOVATION

SKIN'S SELF-REGENERATION
INSTINCT

OCEANIC CRISTA
A MIRACLE OF NATURE

THE POWER OF
VEGETAL STEM CELLS

3 POWERFUL
ACTIONS

EXCEPTIONAL
RESULTS

EXCEPTIONAL
COMMUNICATION

COMPETITIVE
ENVIRONMENT

PRODIGY POWERCELL

INSIDE THIS PRODIGIOUS GREEN BOTTLE...

HR
HELENA RUBINSTEIN



THE VITAL POWER OF
VEGETAL STEM CELLS
IN A YOUTH GRAFTER CARE

MAJOR BIOTECHNOLOGICAL
INNOVATION

SKIN'S SELF-REGENERATION
INSTINCT

OCEANIC CRISTA
A MIRACLE OF NATURE

THE POWER OF
VEGETAL STEM CELLS

3 POWERFUL
ACTIONS

EXCEPTIONAL
RESULTS

EXCEPTIONAL
COMMUNICATION

COMPETITIVE
ENVIRONMENT

PRODIGY POWERCELL

1 FORMULA, 3 POWERFUL ACTIONS

HR
HELENA RUBINSTEIN



1
ACCELERATES CELL REGENERATION

2
IMPROVES TISSULAR REPAIR

3
REINFORCES ANTI FREE RADICAL DEFENSES

MAJOR BIOTECHNOLOGICAL
INNOVATION

SKIN'S SELF-REGENERATION
INSTINCT

OCEANIC CRISTA
A MIRACLE OF NATURE

THE POWER OF
VEGETAL STEM CELLS

3 POWERFUL
ACTIONS

EXCEPTIONAL
RESULTS

EXCEPTIONAL
COMMUNICATION

COMPETITIVE
ENVIRONMENT

CLINICALLY PROVEN RESULTS
AFTER 5 DAYS...

HR
HELENA RUBINSTEIN



SKIN SEEMS RECREATED:
STRONGER, RADICALLY YOUNGER.

1
REDUCED
WRINKLES

2
REINFORCED
TONICITY

3
RECREATED
RADIANCE

MAJOR BIOTECHNOLOGICAL
INNOVATION

SKIN'S SELF-REGENERATION
INSTINCT

OCEANIC CRISTA
A MIRACLE OF NATURE

THE POWER OF
VEGETAL STEM CELLS

3 POWERFUL
ACTIONS

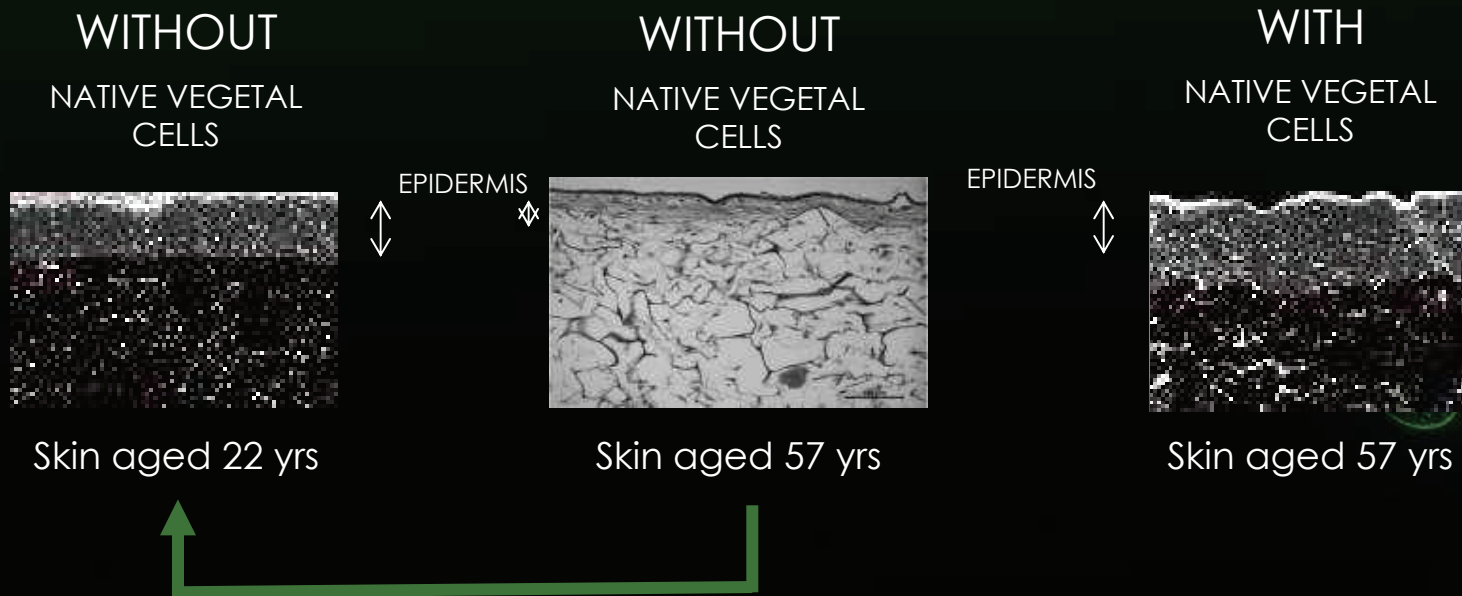
EXCEPTIONAL
RESULTS

EXCEPTIONAL
COMMUNICATION

COMPETITIVE
ENVIRONMENT

CLINICALLY PROVEN RESULTS

WITH VEGETAL STEM CELLS, THE SKIN RECOVERS
THE QUALITY OF A YOUNGER, STRONGER SKIN.



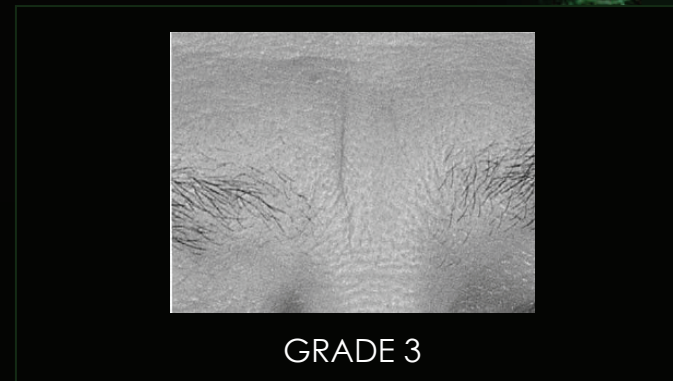
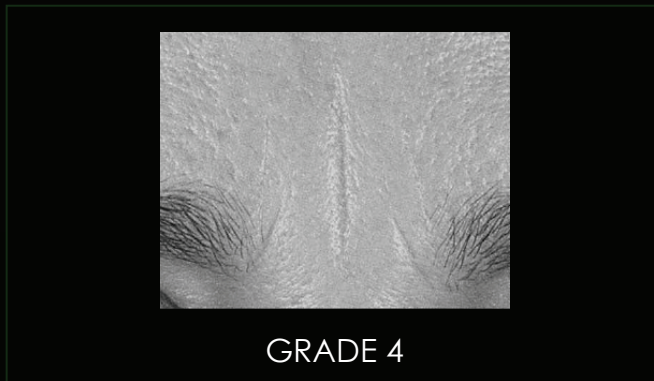
EXCLUSIVE TEST IN THE CUTANEOUS SUBSTITUTES LABORATORY IN LYON FRANCE

CLINICALLY PROVEN RESULTS

AFTER 1 MONTH,
39%* REDUCTION OF THE CROW'S FEET WRINKLES



AFTER 1 MONTH, 72.5% OF WOMEN PRESENT AN IMPROVEMENT OF INTEROCULAR WRINKLES OF AT LEAST ONE GRADE**



*Cosmetoclinical study with imprint analysis / 40 women

**Scored by a dermatologist / 40 women

CLINICALLY PROVEN RESULTS

AFTER ONE APPLICATION
SKIN TONICITY IS IMPROVED BY 15%*

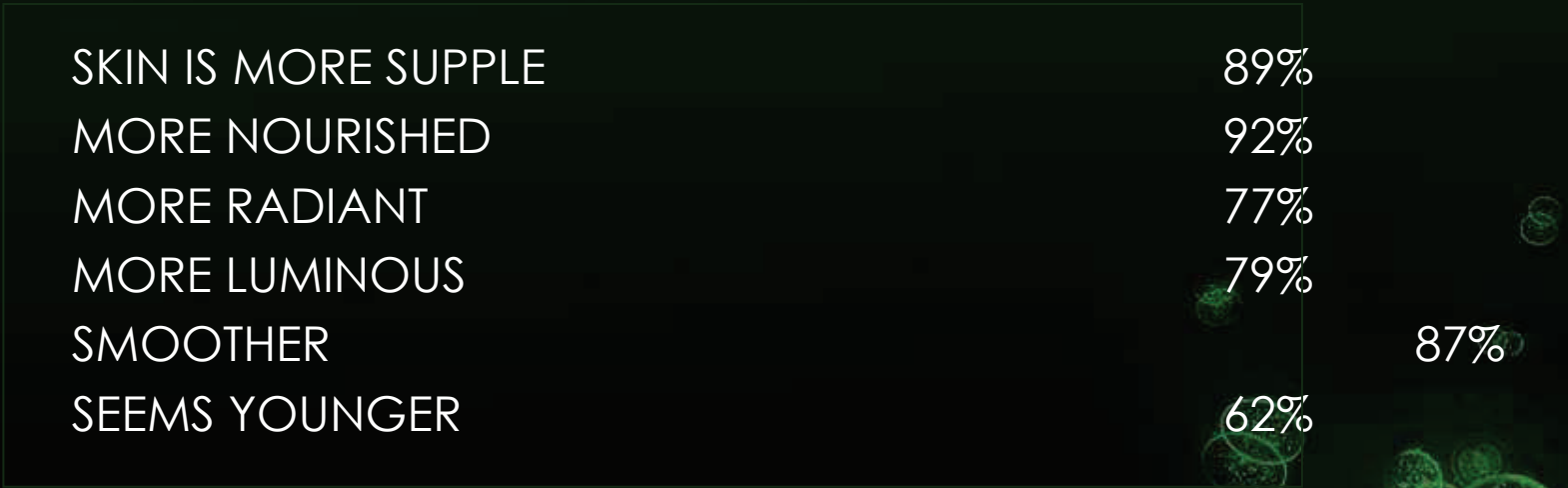
AFTER 1 MONTH
SKIN DENSITY IS IMPROVED BY + 9%**

*Instrumental measurement of biomechanical properties of the skin on 40 women

** Evaluation of the evolution of the cutaneous wrinkling score by a dermatologist according to a photographic scale on 42 women.

WOMEN AGREE

THE QUALITY OF THE SKIN IS VISIBLY IMPROVED.
AFTER 5 DAYS, SKIN IS AS IF RECREATED:



Self evaluation, 50 women

WOMEN AGREE

HR
HELENA RUBINSTEIN

*"After only a few days,
my skin is visibly
smoother, softer and
more luminous"*

"A must have !"

*"The improvement of
the quality of my skin
is amazing"*

"You need only one drop!"



*"Upon the first
application, my skin is
more toned"*

*"My skin is radiant
of youthfulness"*

"Addictive!"

*"My skin feels reinforced,
denser"*

MAJOR BIOTECHNOLOGICAL
INNOVATION

SKIN'S SELF-REGENERATION
INSTINCT

OCEANIC CRISTA
A MIRACLE OF NATURE

THE POWER OF
VEGETAL STEM CELLS

3 POWERFUL
ACTIONS

EXCEPTIONAL
RESULTS

EXCEPTIONAL
COMMUNICATION

COMPETITIVE
ENVIRONMENT

ONE MINUTE

FOR A RECORD-BREAKING REJUVENATING POWER

HR
HELENA RUBINSTEIN



30 ML

50 ML

FOR EVERY WOMAN FROM 30 +
APPLY MORNING AND NIGHT
ON ITS OWN OR JUST BEFORE
THE USUAL HELENA RUBINSTEIN
SKINCARE RITUAL.

MAJOR BIOTECHNOLOGICAL
INNOVATION

SKIN'S SELF-REGENERATION
INSTINCT

OCEANIC CRISTA
A MIRACLE OF NATURE

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VEGETAL STEM CELLS

3 POWERFUL
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EXCEPTIONAL
COMMUNICATION

COMPETITIVE
ENVIRONMENT

EXCEPTIONAL COMMUNICATION



PLEASE INSERT FINAL AD

THE VITAL POWER
OF NATIVE
VEGETAL CELLS

HR
HELENA RUBINSTEIN

THE 1ST YOUTH GRAFTER CARE
SKIN SEEMS RECREATED:
STRONGER, RADICALLY YOUNGER

PRODIGY POWERCELL

Scientific avant-garde: biotechnology enables to isolate 100% active, 100% efficient native vegetal cells.

Cosmetic world premiere: Helena Rubinstein concentrates 100% active native vegetal cells of Oceanic Crista which act on the 3 great anti-ageing principles: cellular regeneration – tissular repair – anti free-radical defence, for a record-breaking rejuvenating power.

CLINICALLY PROVEN RESULTS:
REDUCED WRINKLES – REINFORCED TONICITY – RECREATED RADIANCE

WITH NATIVE VEGETAL CELLS, SKIN RECOVERS THE QUALITY OF A YOUNGER SKIN.



LIVE BRILLIANTLY

EXCEPTIONAL COMMUNICATION

HR
HUMAN REGENERATION



MAJOR BIOTECHNOLOGICAL INNOVATION

SKIN'S SELF-REGENERATION INSTINCT

OCEANIC CRISTA A MIRACLE OF NATURE

THE POWER OF VEGETAL STEM CELLS

3 POWERFUL ACTIONS

EXCEPTIONAL RESULTS

EXCEPTIONAL COMMUNICATION

COMPETITIVE ENVIRONMENT

EXCEPTIONAL COMMUNICATION

HR
HELENA RUBINSTEIN



MAJOR BIOTECHNOLOGICAL INNOVATION

SKIN'S SELF-REGENERATION INSTINCT

OCEANIC CRISTA A MIRACLE OF NATURE

THE POWER OF VEGETAL STEM CELLS

3 POWERFUL ACTIONS

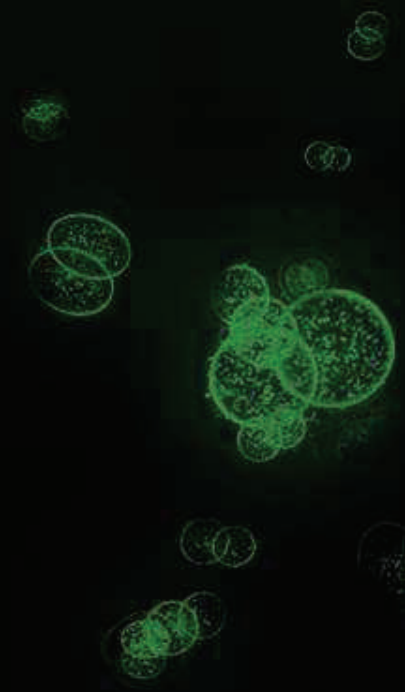
EXCEPTIONAL RESULTS

EXCEPTIONAL COMMUNICATION

COMPETITIVE ENVIRONMENT

EXCEPTIONAL MERCHANDISING

HR
HELENA RUBINSTEIN



MAJOR BIOTECHNOLOGICAL INNOVATION

SKIN'S SELF-REGENERATION INSTINCT

OCEANIC CRISTA A MIRACLE OF NATURE

THE POWER OF VEGETAL STEM CELLS

3 POWERFUL ACTIONS

EXCEPTIONAL RESULTS

EXCEPTIONAL COMMUNICATION

COMPETITIVE ENVIRONMENT

PRODIGY POWERCELL

THE DAILY TRANSVERSAL SKINCARE GESTURE



DAILY
ANTI-AGE REPAIR

PRODIGY
POWERCELL



REPAIR
REGENERATION
DEFENSE

PRODIGIOUS ANTI-AGE SKINCARE

From 40's onwards

PRODIGY



WRINKLES – FIRMNESS – RADIANCE
+ EVENNESS - HYDRATION

From 50's onwards

PRODIGY EXTREME



DEEP WRINKLES – DENSITY –
EXTREME NUTRITION – RADIANCE

INSTANT COSMETIC
INTERVENTION

PRODIGY RE-PLASTY
MÉSOLIFT COSMETIC²



LIFT
INJECTION D'ÉCLAT
PLASTICITÉ IDÉALE

SPECIALIST
ANTI-WRINKLE CARE

From 30's onwards

COLLAGENIST
REFINER



ANTI-WRINKLE
MATIFYING
PERFECTION

COLLAGENIST
with pro-Xfill



ANTI-WRINKLE
REPLUMPING
FILLING

From 40's onwards

COLLAGENIST
V-LIFT



ANTI-WRINKLE
LIFTING
FIRMING

DAILY
HYDRATION CARE

From 30's onwards

SKIN LIFE



REPAIR
RÉPARATION
NUTRITION
INTENSE

HYDRA REPAIR
HYDRATATION
ANTI-ÂGE

PROTECTION
PERFECTION
ANTI-OXYDANTE
PERFECTION

PRODIGY RE-PLASTY
HIGH DEFINITION PEEL



SMOOTHENED WRINKLES
SKIN PERFECTION
REDUCED SPOTS

LES SÉRUMS HR

HR
HERVÉ ROUSSEL

CIBLE

Agressions quotidiennes (pollution, stress...), rides, manque de tonicité et d'éclat

Rides apparentes, perte de fermeté, teint irrégulier

Manque d'éclat, traits fatigués, peau terne et relâchée

Rides, irrégularités, dyschromie

Rides apparentes, perte de volume, visage creusé

Perte de fermeté, affaissement des tissus, rides

PRODIGY POWERCELL

Greffeur de jeunesse



Réparation anti-âge quotidienne
Régénération cellulaire
Réparation tissulaire
Défense anti-radicalaire

Cellules natives végétales de Criste Océanique

Rides réduites, tonicité renforcée
éclat recréé :
Les signes visibles d'une peau plus forte, radicalement plus jeune.

PRODIGY TISSULAR

Sérum anti-âge global



Soin anti-âge global

Bio-Matrice (bourgeon de cèdre du Japon + graine de Vigna)
Bio-Sève

La peau est comme « retissée »
Diminution des rides, peau raffermie, lissée, uniformisée, lumineuse

PRODIGY RE-PLASTY

MESOLIFT COSMETIC

Concentré extrême lift éclat



Intervention anti-âge instantanée

La réplique du méso-lift à domicile

Méso-solution C¹⁰
Vitamine C + acide hyaluronique + acide férulique

Lifting et injection d'éclat pour une peau visiblement rajeunie
Lift actif - Injection d'éclat
Plasticité idéale de la peau

PRODIGY RE-PLASTY

HIGH DEFINITION PEEL

Concentré nuit anti-rides réduction taches suractivé rétinol



Intervention anti-âge instantanée

Le peeling clinique à domicile

Peel Solution + pur rétinol + dérivé de vitamine E

Peau haute définition
Rides relissées, taches réduites,
grain de peau éblouissant

COLLAGENIST with pro-xfill

Concentré anti-rides de pointe



Soin spécialiste anti-rides

pro-Xfill concentré + microsphères de collagène et d'acide hyaluronique

Résultat anti-rides visible, sans injection, sans compromis
Peau repulpée, rides comblées

COLLAGENIST V-LIFT

Sérum lift immédiat contours resculptés



Soin spécialiste fermeté & anti-rides

V-peptides Lipo Reducer

Effet lifting, sans chirurgie
Resculpté, le visage retrouve un V parfait Traits retendus, comme liftés. Fermeté et contours plus nets.

POSITIONNEMENT

TECHNOLOGIE

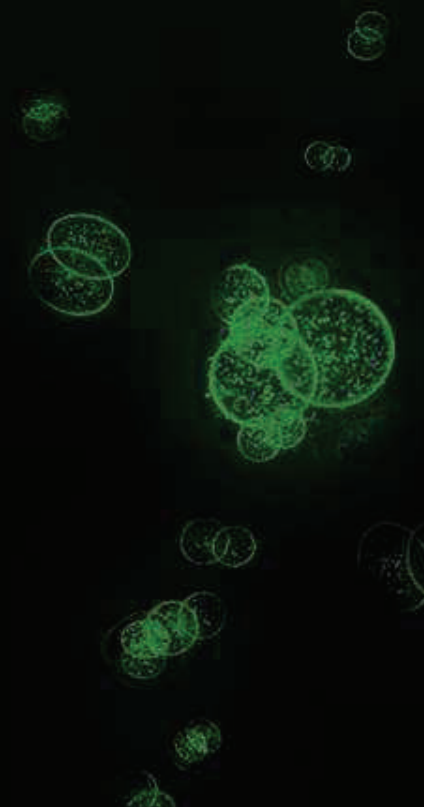
RÉSULTAT

COMPETITIVE ENVIRONMENT

HR
HELENA RUBINSTEIN



ESTÉE LAUDER
ADVANCED NIGHT REPAIR
Synchronized Recovery Complex



COMPETITIVE ENVIRONMENT



The + HR

THE VITAL POWER OF
VEGETAL STEM CELLS

3 POWERFUL ACTIONS

Cell regeneration
Tissular repair
Anti-free radical defense

CLINICALLY PROVEN RESULTS

The skin seems recreated.
Stronger, radically younger.
Reduced wrinkles – Reinforced tonicity
Recreated radiance

TERRITORY

ACTIONS & BENEFITS

ESTÉE LAUDER

ADVANCED NIGHT REPAIR
SYNCHRONIZED
RECOVERY
COMPLEX



Clock genes /
DNA

Encourages the
synchronization of genes
and repairs the
damages (pollution,
smoke...)
Optimal protection
& intense hydration

LANCÔME

GÉNIFIQUE
YOUTH
ACTIVATOR



Genes /
Youth proteins

Relaunches the activity of the
genes. Stimulates the
production of youth proteins.
Skin is visibly younger in just 7
days.

BIOThERM

SKIN VIVO
REVERSIVE
ANTI-AGEING SERUM



DNA + Genes

Repairs the micro
alterations of the DNA and
relaunches the activity of
the life cell genes
New skin tensing effect.
After 4 weeks, the quality of
the skin is visibly younger.

DIOR

CAPTURE TOTALE
ONE ESSENTIAL
SKIN BOOSTING SUPER SERRUM



Proteins

LAUNCH IN 2010

Eliminates the molecular
toxins to reactivate the
cutaneous repair process
and improves the skin's
receptivity to the anti-
aging active ingredients.

SALES SCENARIO



PRODIGY POWERCELL

SERUM

DAY / NIGHT CREAM

EYE CONTOUR CARE

New customer



Morning + night

+

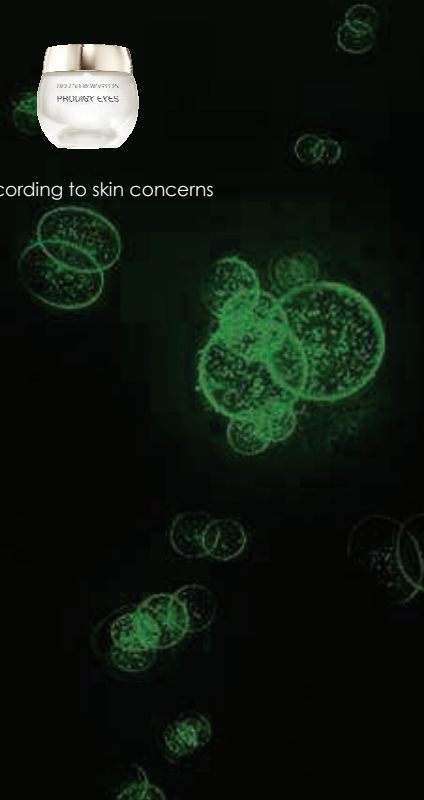


According to skin concerns

+



According to skin concerns



SALES SCENARIO

PRODIGY POWERCELL

SERUM

DAY / NIGHT CREAM

EYE CONTOUR CARE

HR Cream customer



Matin + soir

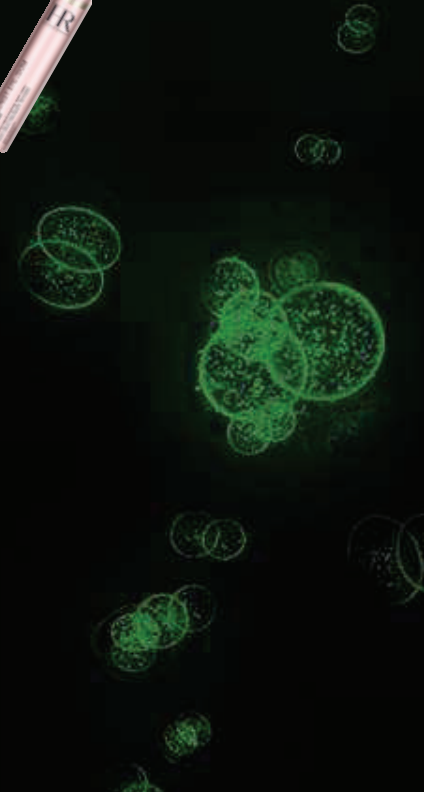
+



+



Ex. User of Collagenist



SALES SCENARIO

HR Cream & Serum
customer



PRODIGY POWERCELL



Matin

SERUM



Soir

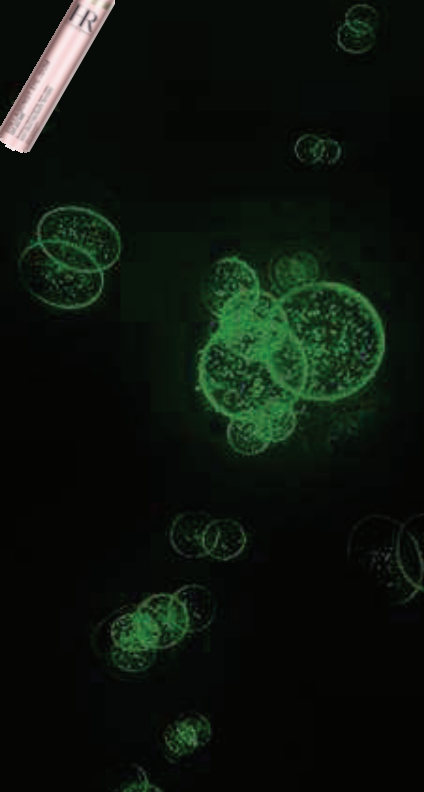
DAY / NIGHT CREAM



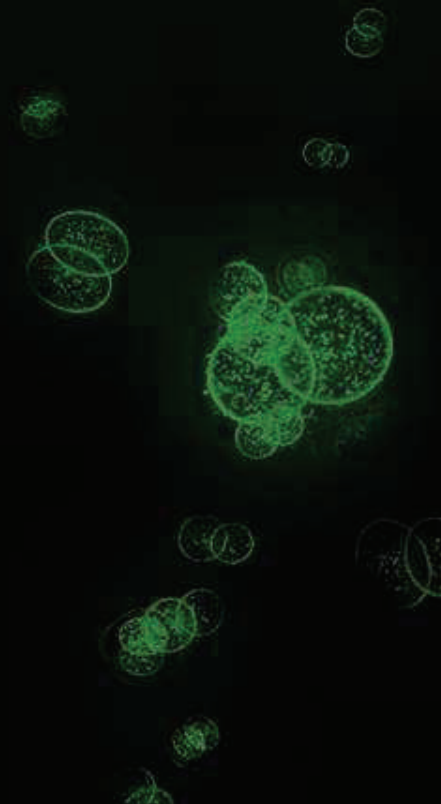
EYE CONTOUR CARE



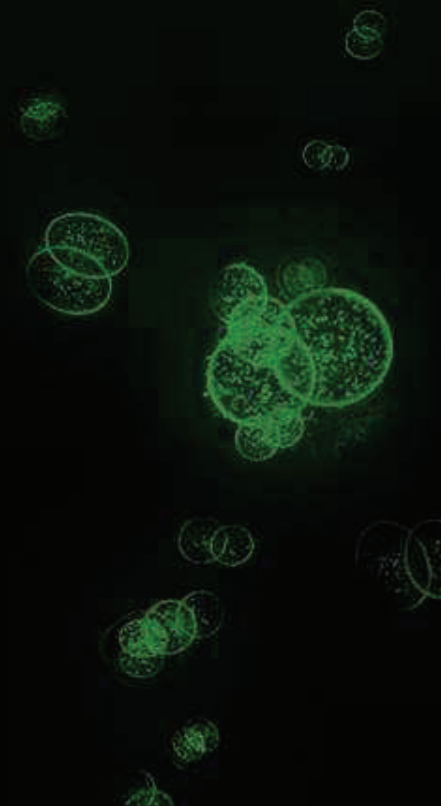
Ex. User of Collagenist cream & serum



HR
HELENA RUBINSTEIN



TO KNOW MORE
For internal use



EXCLUSIVE IN-VITRO TESTS

ON VEGETAL STEM CELLS OF OCEANIC CRISTA

HR
HELENA RUBINSTEIN

Réalisés dans le Laboratoire de référence internationale
du Substitut Cutané de Lyon – France

A FASCINATING SCIENTIFIC ADVENTURE: PROGRESSION OF THE IN VITRO SKIN RECONSTRUCTION EXPERIMENT

IN RECORD TIME AT THE SKIN SUBSTITUTE LABORATORY OF LYON

The first-ever cosmetics study on the in vitro construction of skin was carried out by the Skin Substitute Laboratory of Lyon, affiliated to the CNRS* and directed by Odile Damour. This Laboratory is internationally renowned, and specialised in the in vitro reconstitution of the epidermis and dermis for skin grafting. Spectacular results have made it possible to demonstrate for the first time the remarkable regeneration capacities of native vegetal cells of Oceanic Crista: they enhance the development of the skin in vitro in both quality and rapidity of reconstruction.

The effects observed are remarkable: the study shows that thanks to of native vegetal cells of Oceanic Crista, the regeneration process of the epidermis is reduced by a week; it is thicker and more differentiated signs of younger skin.

* French National Centre for Scientific Research

EXCLUSIVE IN-VITRO TESTS

ON VEGETAL STEM CELLS OF OCEANIC CRISTA

A FASCINATING SCIENTIFIC ADVENTURE:

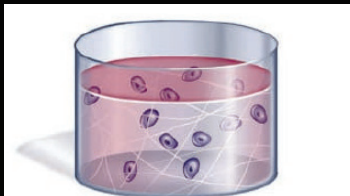
Progression of the in vitro skin reconstruction experiment in record time at the Skin Substitute Laboratory of Lyon

The challenge of regeneration

Using a dermal equivalent reconstructed according to a technique developed by the Skin Substitute Laboratory, the challenge was to compare the quality of the reconstructed skin in an optimised environment, with and without native vegetal cells of Oceanic Crista.

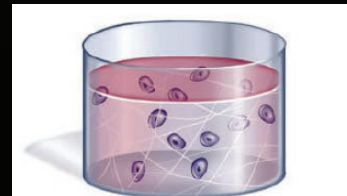
“The reconstructed dermal equivalent that we use is equal to skin with 3rd degree damage – without its epidermis”, explains Odile Damour. “By inoculating keratinocytes on this ‘dermal equivalent’ and observing the progressive regeneration of the epidermis, it is as if we imitate an epidermal graft on the dermis.”

WITHOUT ACTIVE
NATIVE VEGETAL CELLS OF OCEANIC CRISTA

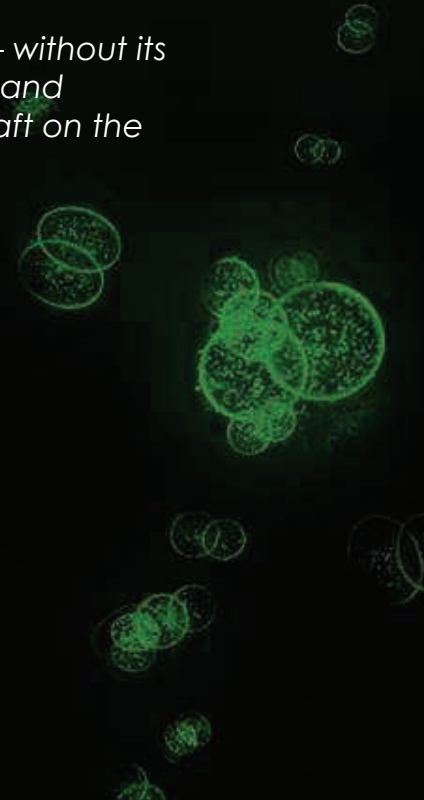


Control (C)
Control reconstituted dermal equivalent.

WITH ACTIVE
NATIVE VEGETAL CELLS OF OCEANIC CRISTA



Trial (T)
Reconstituted dermal equivalent,
bathing in an environment enriched
with native vegetal cells of Oceanic
Crista.



EXCLUSIVE IN-VITRO TESTS

ON VEGETAL STEM CELLS OF OCEANIC CRISTA

ACCOUNT OF THE IN VITRO SKIN RECONSTRUCTION STUDY

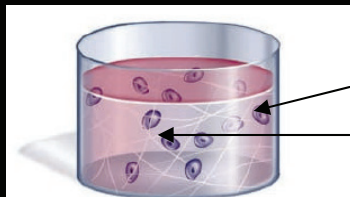
TIME « 0 »

The aim of the study is to reconstitute two dermal equivalents using fibroblasts (dermal cells) from human skin (over 50 years old). The first (C) is the Control. The other (T) tests the efficiency of native vegetal cells from Oceanic Crista. The sampled fibroblasts are inoculated in parallel on two identical dermal substrates composed of collagen-glycosaminoglycan-chitosan, bathing in an enriched environment. Native vegetal cells of Oceanic Crista are only added to the environment culture T. For both samples, the progressive structuring of a collagenic dermis can be observed after just three weeks: this may then be used as a support for the regeneration of epidermal cells inoculated afterwards.

1ST STAGE

Collagen fibroblast matrix on the surface

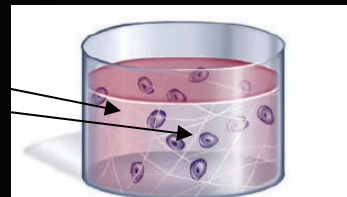
WITHOUT ACTIVE
NATIVE VEGETAL CELLS OF OCEANIC CRISTA



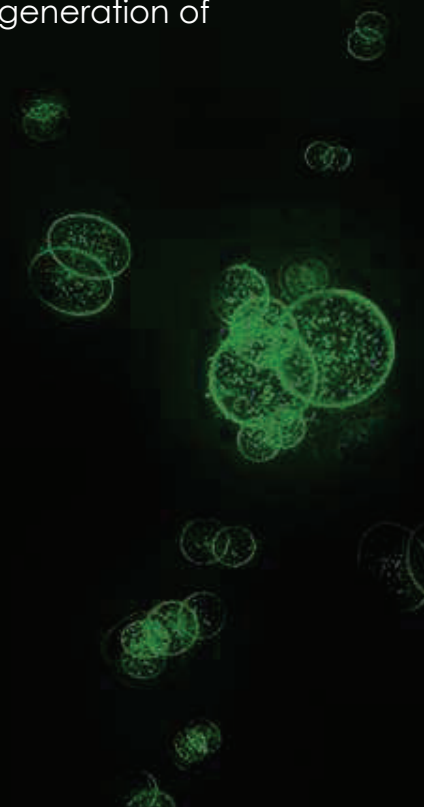
Control (C)
Control reconstituted dermal equivalent.

Collagen matrix
Fibroblasts at the surface

WITH ACTIVE
NATIVE VEGETAL CELLS OF OCEANIC CRISTA



Trial (T)
Reconstituted dermal equivalent,
bathing in an environment enriched
with native vegetal cells of Oceanic
Crista.



EXCLUSIVE IN-VITRO TESTS

ON VEGETAL STEM CELLS OF OCEANIC CRISTA

ACCOUNT OF THE IN VITRO SKIN RECONSTRUCTION STUDY

TIME « 21 DAYS »

Results :

At this stage, it can already be observed that the quality of the dermis reconstituted under the influence of the native vegetal cells of Oceanic Crista is superior.



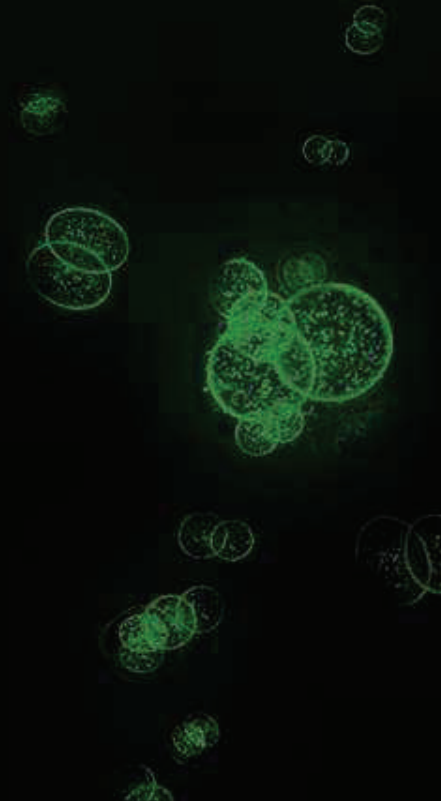
C

The dermis has little structure with a few reassembled fibroblasts remaining close to the surface.



T

The dermis is well structured; fibroblasts are spread homogeneously.



EXCLUSIVE IN-VITRO TESTS

ON VEGETAL STEM CELLS OF OCEANIC CRISTA

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TIME « 21 DAYS »

2nd stage

The next stage is to introduce keratinocytes (epidermal cells) to each of the dermal equivalents to observe their development. The culture takes place in a submerged environment, with native vegetal cells of Oceanic Crista added to T only.

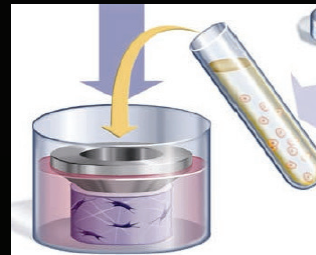


Sampling of keratinocytes on an epidermis.

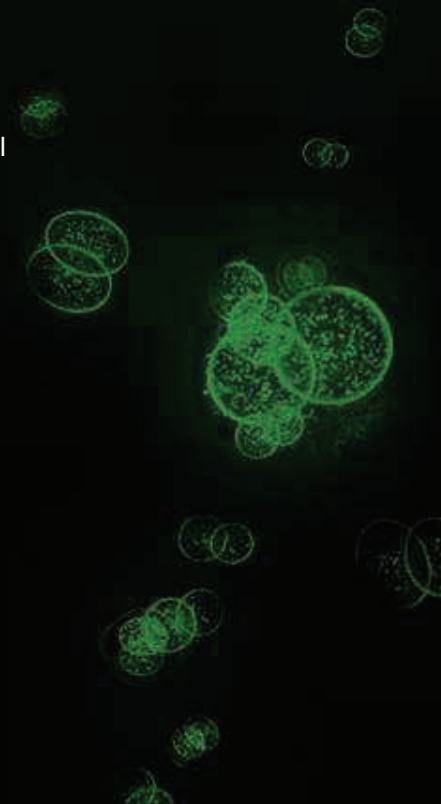
The epidermal keratinocytes are placed in suspension before being introduced onto the dermal equivalent.



C
Dermal equivalent +
keratinocytes in a submerged
environment.



T
Dermal equivalent + keratinocytes in
submerged environment with added
native vegetal cells of Oceanic
Crista.



EXCLUSIVE IN-VITRO TESTS

ON VEGETAL STEM CELLS OF OCEANIC CRISTA

ACCOUNT OF THE IN VITRO SKIN RECONSTRUCTION STUDY

TIME « 21 DAYS »

3rd stage

The two cultures are exposed to the air.



C



T

7 days after the epidermisation, the skins are raised to an air/liquid interface using a tripod, essential for epidermal differentiation and the obtention of the stratum-corneum.



EXCLUSIVE IN-VITRO TESTS

ON VEGETAL STEM CELLS OF OCEANIC CRISTA

ACCOUNT OF THE IN VITRO SKIN RECONSTRUCTION STUDY

TIME « 35 DAYS »

The first observations are carried out:

both cultures are subjected to histological and immunohistological analyses. Observation of the epidermis

The preliminary observations are already encouraging: Histological analyses show that, from two weeks, the epidermis is much thicker in the reconstituted skin T, treated with native vegetal cells of Oceanic Crista.

In T, the epidermis already appears pluristratified and thick. It is formed from 3-6 suprabasal cellular layers, while in C there is only one. Better still, it is differentiated with a stratum corneum. The skin is therefore already nearly fully reconstituted! The Oceanic Crista cells allowed the epidermis to gain a week in the regeneration process, in relation to a reconstituted skin untreated with native vegetal cells of



C
The epidermis remains very thin, formed from one single layer.



T
The epidermis is already constituted of 6 layers, and has started to produce a corneous layer.

Epiderme X5
en moyenne



EXCLUSIVE IN-VITRO TESTS

ON VEGETAL STEM CELLS OF OCEANIC CRISTA

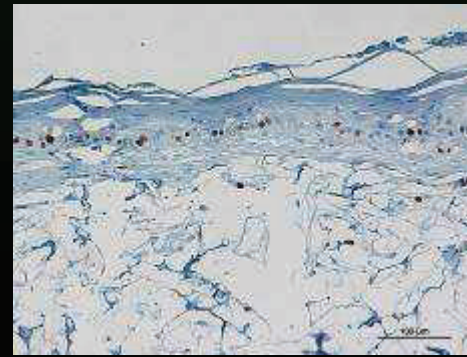
ACCOUNT OF THE IN VITRO SKIN RECONSTRUCTION STUDY

TIME « 35 DAYS »

Proliferation marker Ki 67



C
Near-absence of
Ki 67 proliferation markers.



T
Significant presence of Ki 67 proliferation markers.

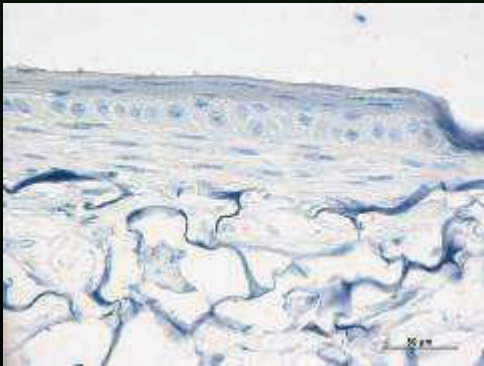
These results are confirmed by the analysis of the presence of a proliferation marker (Ki 67): in treated reconstituted skin, the presence of Ki 67 in epidermal cells has increased five-fold in relation to non-treated skin, explaining the quicker regeneration, and is an indicator of a durable effect.

EXCLUSIVE IN-VITRO TESTS

ON VEGETAL STEM CELLS OF OCEANIC CRISTA

ACCOUNT OF THE IN VITRO SKIN RECONSTRUCTION STUDY

TIME « 42 DAYS »

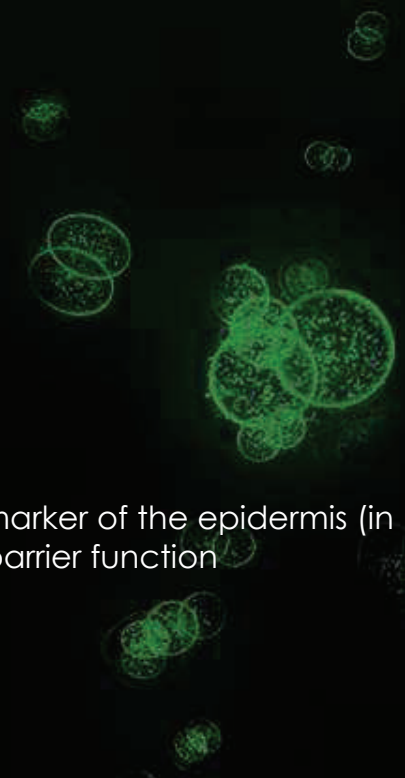


C
Total absence of filaggrin



T
High presence of filaggrin

In the same way, analysis at this stage for the presence of filaggrin – a terminal differential marker of the epidermis (in the corneous layer) – shows a presence in T only. The skin regains properties essential for its barrier function under the action of native vegetal cells of Oceanic Crista.



EXCLUSIVE IN-VITRO TESTS

ON VEGETAL STEM CELLS OF OCEANIC CRISTA

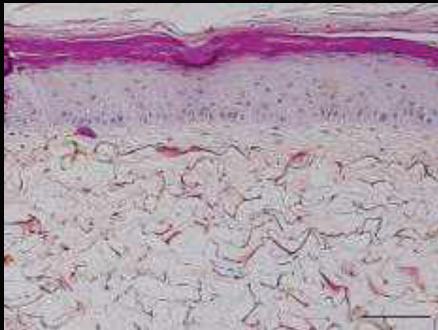
HR
HELENA RUBINSTEIN

RÉCIT DE L'ÉTUDE DE RECONSTRUCTION DE PEAU IN VITRO

Conclusion

Scientifically proven benefits of accelerated regeneration:

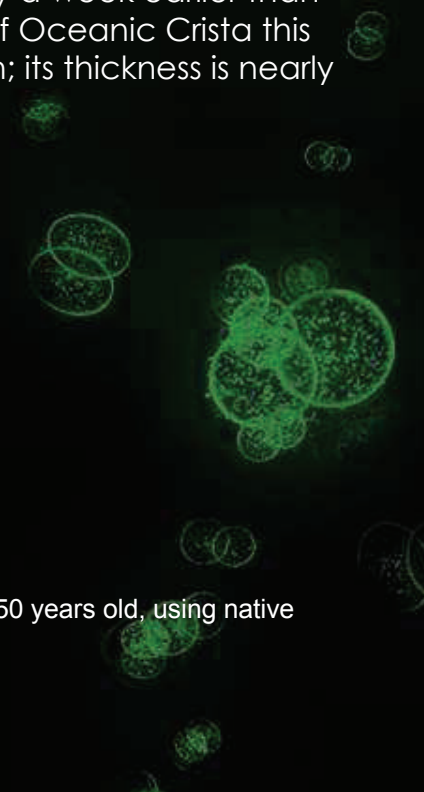
This was the very first cosmetics study of this type. For Odile Damour, it is undeniable that "Native vegetal cells of Oceanic Crista enhance the rapid take of epidermal graft on the dermal equivalent and its protective function, by stimulating the proliferation and differentiation of the cells of the epidermis." The stimulative effects of native vegetal cells of Oceanic Crista are exceptional: under its influence and under the experimental conditions of the study, the epidermis has already regained all its structural qualities and a perfect functionality a week earlier than normal. Besides, at 35 days it can be observed that under the effect of native vegetal cells of Oceanic Crista this epidermis of reconstructed skin (fibroblasts from skin aged over 50) is very similar to young skin; its thickness is nearly identical to that of skin reconstructed with 22-year-old fibroblasts:



Skin reconstructed using 22-year-old fibroblasts without active substance (at 42 days).



Skin reconstructed with fibroblasts over 50 years old, using native vegetal cells (at 35 days).



HR
HELENA RUBINSTEIN

