



**ADDRESS
SKIN AGING
AT ITS
SOURCE**

**Protection
& Repair**

**Barrier
Function**

Hydration

 **VivenSea™** >

TOPICAL **ANTI-AGING & HYDRATING**
INGREDIENT TACKLING **KEY AGING PROCESSES**
AT THE **CELLULAR LEVEL**.†

† This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



Laminaria saccharina is a seaweed growing in one of the world's most hostile environments off the Canadian coasts in the North Atlantic Ocean. After the long winter, the algae awakens from hibernation to grow at a spectacular pace of several inches per day.

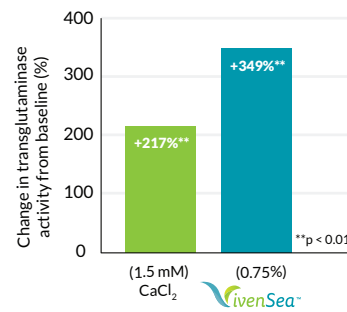
Phytochemical compounds responsible for the unique metabolic prowess of this algae are extracted and preserved using cold water and a specific biotechnological fractionation method, yielding a distinctive topical ingredient able to reverse the visible signs of aging at the cellular level called **VivenSea™**.

cDNA DERMAL GENE EXPRESSION STUDY

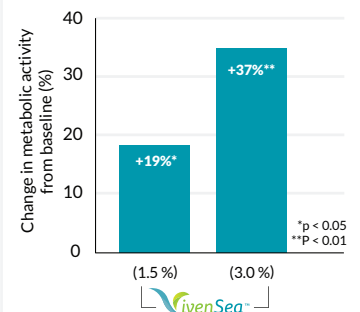
FUNCTION	DNA COLDING FOR	EFFECT OF AGING	VivenSea™ VS CONTROL
Structural & ECM Integrity	Collagen 3 α 1	- 41.6%	+ 107%
	MMP3	+ 1960%	-64.7%
Protein Folding	HSP 27	- 60.2%	+1375%
	HSP 90	- 20.9%	+185%
Apoptosis	IGFBP7	+ 115%	-57.2%
	TRAIL	+ 1118%	-38.4%
Skin Barrier	Lipoxygenase-12	- 44.9%	+107%
Antioxidant	Glutathione red.	- 61.3%	+739%
	Thioredoxin red. 2	- 53.7%	+ 150%
Anti-inflammatory	Lipoxygenase-15	ns	+ 104%

IN VITRO EFFICACY STUDIES

KERATINOCYTE DIFFERENTIATION ASSAY

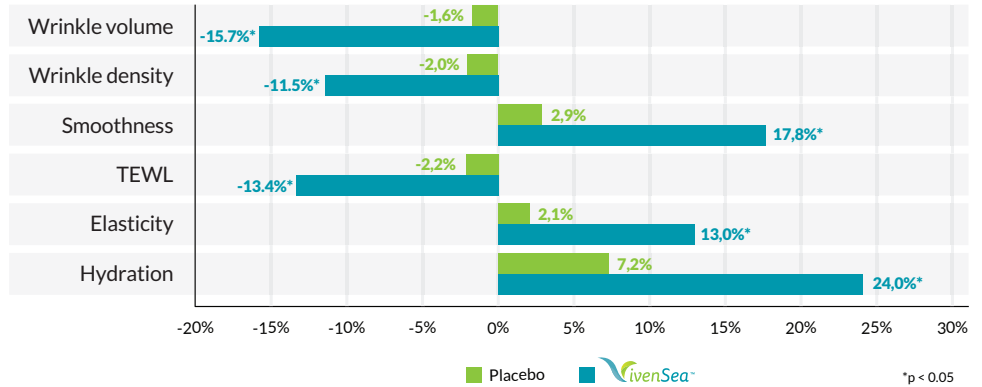


CELLULAR ENERGY ASSAY



HUMAN CLINICAL STUDY

A cream containing 3% of VivenSea™ was applied twice daily (20 volunteers, aged 35 to 65), during 60 days. This clinical study has shown significant results on wrinkle density, wrinkle volume, smoothness, elasticity, transepidermal water loss (TEWL) and hydration.



Cosmetic applications

- Anti-aging formulations
- Anti-wrinkle treatment
- Moisturization and skin barrier protection
- Protection from environmental damages
- Cellular energizer and rejuvenation

Technical data

- INCI: Glycerin (and) *Laminaria saccharina* extract
- Appearance: Clear yellowish and odorless liquid
- Preservatives: None
- Dosage: 1 - 5%
- Solubility: Water
- Shelf life: 3 years in unopened container at room temperature

Key features

- All natural
- Clinical anti-aging efficacy
- Appealing mechanism of action
- Preservative-free
- Easy to formulate with low dosage
- Complete safety and technical dossier