

Mimiskin™

by Liquid Crystal Lipid Particles

Your 2nd Skin For The Ultimate Protection

Mumbai | May 2020

Care
Creations™

■ - BASF
We create chemistry





What kind of

SKIN

do you want?

Protection



Light Derma



**For the
healthy skin
we dream of**



Tech-spectation



Gen-Z



Sustainability



Protection

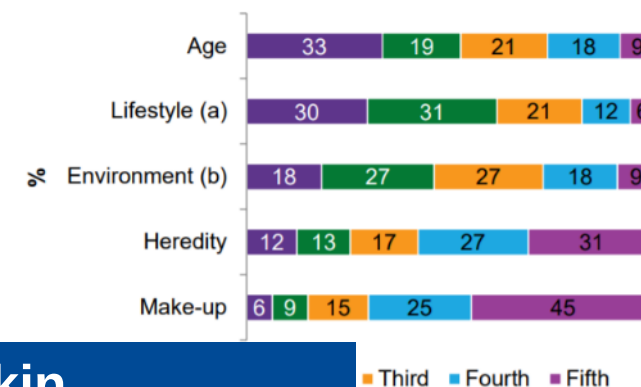
+ Pollution

- **92% of people** live in areas surrounded by modern pollution where there are **more than 200 toxic chemicals that can't be seen with the naked eye.**
- Six and-a-half million — that's the combined number of deaths (11.6% of all global deaths) associated with indoor and outdoor air pollution. That number has more than doubled since 2012.

+ Unhealthy lifestyle

FIGURE 1: FACTORS INFLUENCING SKIN AGING, BY IMPORTANCE, FEBRUARY 2019

"Which of the following factors do you think have the biggest impact on skin aging? (Ranking)"



+ Sensitive Skin

"Pollution is a big aggressor for the skin and has been linked to the rise people suffering with sensitivity"

In particular, Chapman says microbiota-balancing actives in skincare will be key to targeting pollution concerns. "With global pollution levels on the rise, the trend for anti-pollution skincare looks set to continue in 2019. Pollution is a

Protection in Skin Care

Anti-pollution – Detox – Protects against elements/stressors - Shield

Dermalogica Skin Pollution Index



La Roche-Posay Anti-pollution Routine



Face mist with **anti-pollution** through herbal actives



Detox
Green Tea



Cleanser with **anti-pollution**



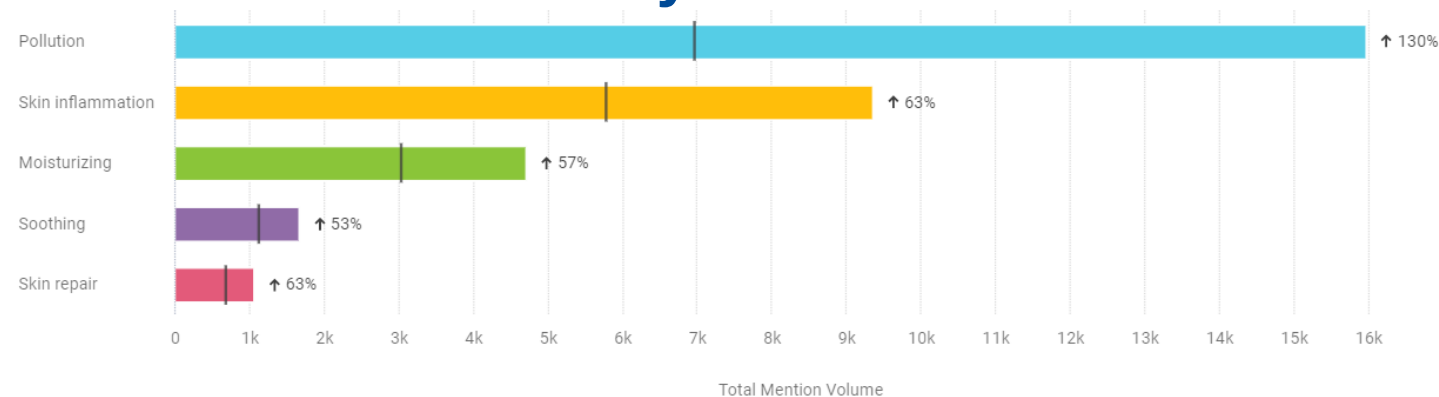
Source: Company and retailers websites, Mintel GNPD



Light Derma

Sensitive skin Long lasting Restore
Repair skin barrier Thin skin Safety
Superior than general skincare Efficacy

India Keyword Mentions



Source: Mintel Insight, BrandWatch

BASF
We create chemistry

Care
Creations™

Mimiskin™ features linked with healthy skin

Anti pollution

Anti
inflammatory

Patented
technology

Repair skin
barrier

Sensitive skin
friendly

Bio
degradable

2 in 1
application

Superior
Sensory

Mapping unique selling point with lifestyle

- Anti-inflammatory-soothing for sensitive skin
- Defend from environmental pollution



- Long lasting efficacy
- Good skin tolerance
- Repair skin barrier
- Especially important in Korea



- Light texture & Non-stickiness
- 2 in1 hybrid benefits
- Easy make-up removability



- Patented technology
- Unique mechanism



- Bio degradable



1. What is Mimiskin™?

2. What's new about Mimiskin™?

3. How does Mimiskin™ work?

4. Just use it!

5. Mimiskin™ at a glance



Mimiskin™ by Liquid Crystal Lipid Particles

Mimiskin™ : Mimicking the Human Skin

INCI: Glycerin (and) Myristyl Myristate (and) Ceteareth-12 (and) Glyceryl Stearate (and) Cetearyl Alcohol (and) Potassium Cetyl Phosphate



VS



Mimiskin™

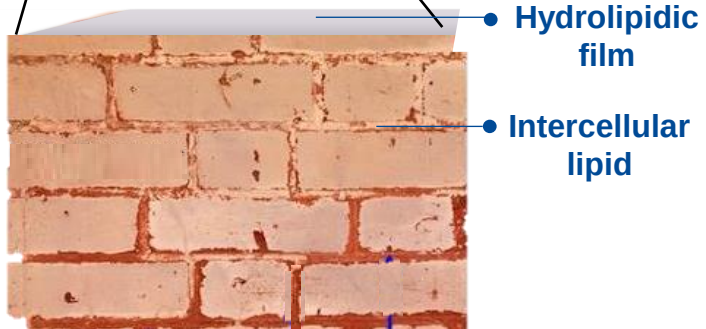
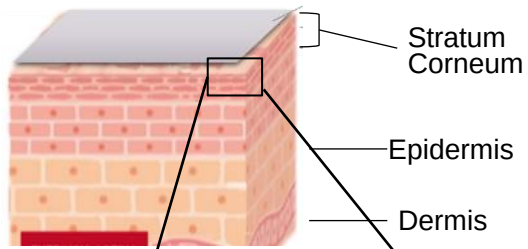
Wax dispersion



Transparent and flexible lipid film is formed by applying a formulation containing 5-10% Mimiskin™, patent filed

Part	Ingredient	%
A	Water	qsp.100
	Rheocare® XGN	1.00
	Eumulgin® Prisma	0.20
B	Mimiskin™	10.00

Our Natural Barrier – Hydrolipidic layer



	 Hydrophilic film	 Intercellular lipid	 Mimiskin™
pH	5-6		5
Function	Protects the skin by defending foreign bodies	Maintains skin moisture by preventing dehydration	Skin-mimicking film that returns skin to its optimal state
Components	Triglycerides Free fatty acids Waxes Squalene Cholesterol ...	Triglycerides Free fatty acids Sphingolipids Cholesterol ...	Water Glycerin Myristyl Myristate Cetearth-12 Cetearyl Alcohol Glyceryl Stearate Potassium Cetyl Phosphate Sodium Benzoate Lactic Acid
	Human skin components		Skin-mimicking technology

Mimiskin™ is completely compatible with our natural barrier.



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6. Promotion tools and target customers

**Different
Structure**

**Liquid crystal
lipid particles**

**New
Mechanism**

**Shift of
Melting point**

**Better
Efficacy**

**Breathable
protection***

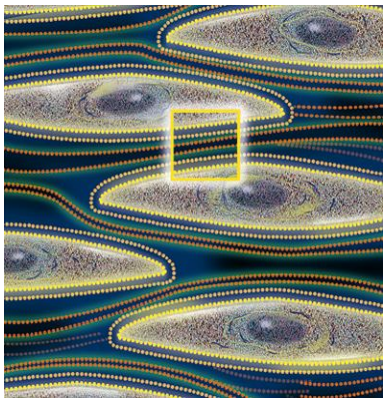
*Superior air permeability of lipidic film formed by Mimiskin™.

Structure of Mimiskin™

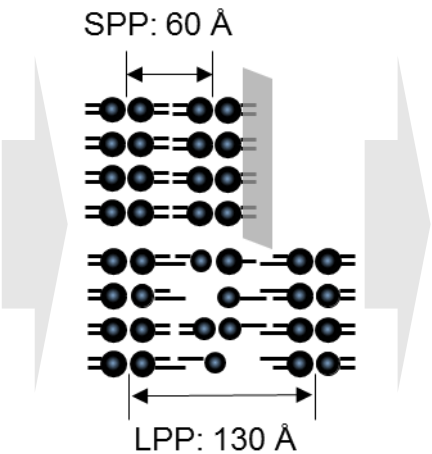
Human skin

Common packing structure

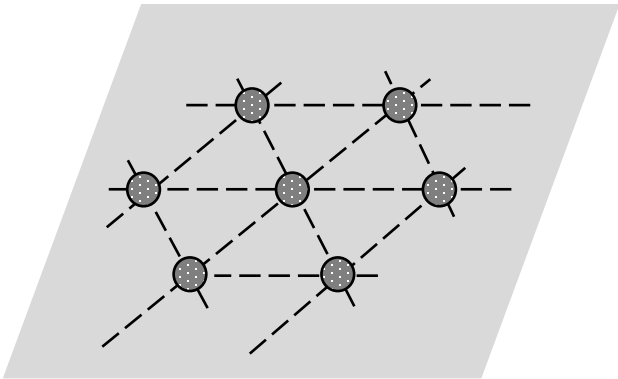
Skin-mimicking technology



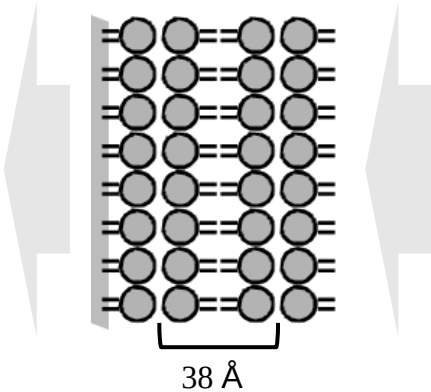
Human skin cell



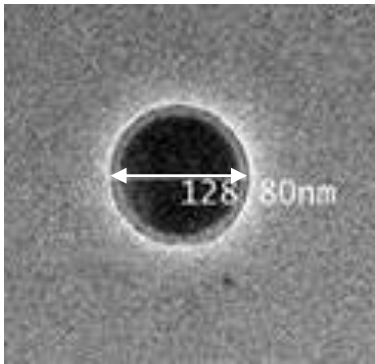
Lamellar liquid crystal*



Orthorhombic lateral packing**



Lamellar liquid crystal*



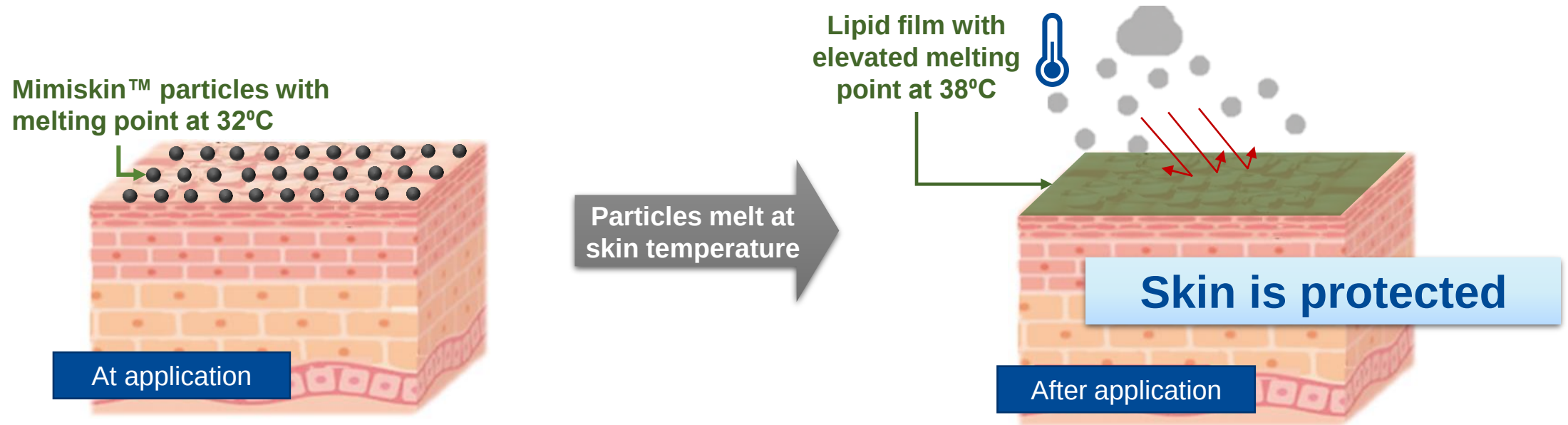
Mimiskin™ particle

*SPP; short periodic phase, LPP; long periodic phase
**packing structure with low-permeability

Lipid particles of Mimiskin™ mimics the structure of our skin.

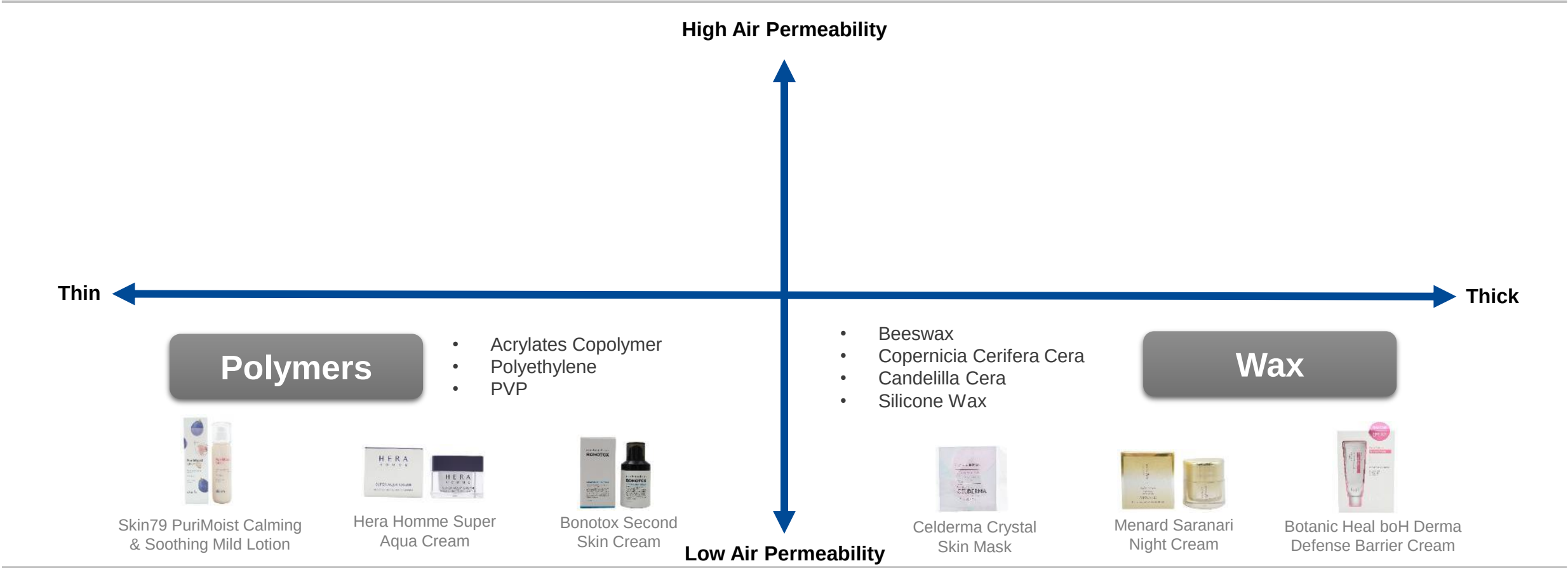
Mechanism of Action

Lipid Film Formation



Skin-mimicking film formation helps achieve skin protection effect.

Film Formers on the Market



Film Formers on the Market



Mimiskin™ offers high air permeability and flexibility in thickness.

Mimiskin™

Air Permeability

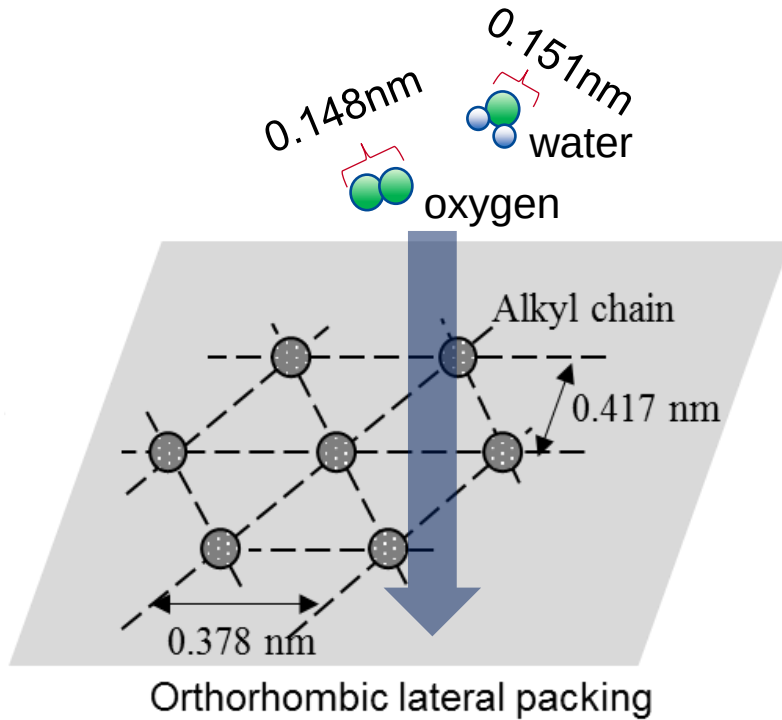
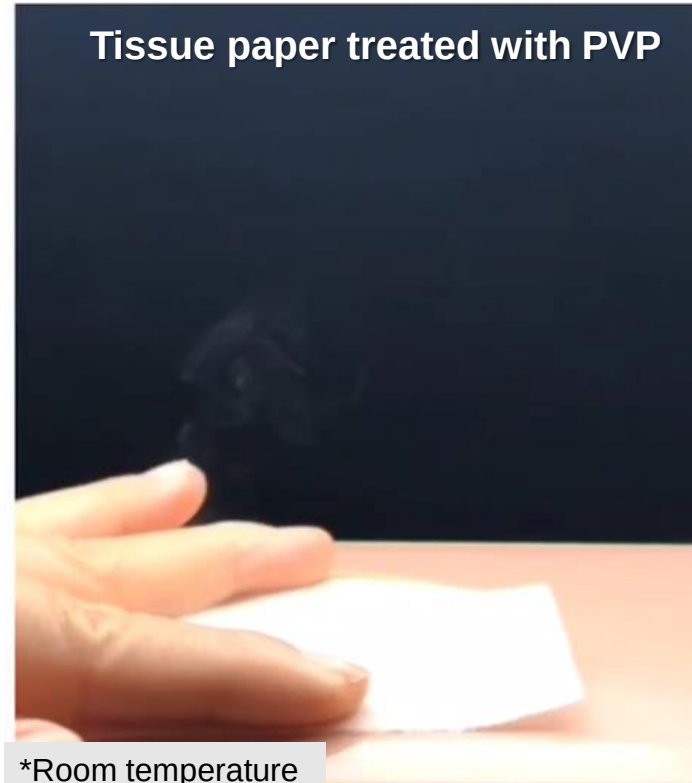


Diagram of Mimiskin™ with molecules



Mimiskin™ is air permeable - air molecules are smaller than the size of intermolecular space.



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An aerial photograph of a city skyline, likely Shanghai, heavily obscured by a thick layer of smog or haze. The sky is a pale, hazy yellow, and the buildings are silhouetted against it. The foreground shows a dense cluster of buildings, while the background features taller skyscrapers, including the Oriental Pearl Tower and the Shanghai Tower, which are partially visible through the haze.

“

No

‘One size fits all’

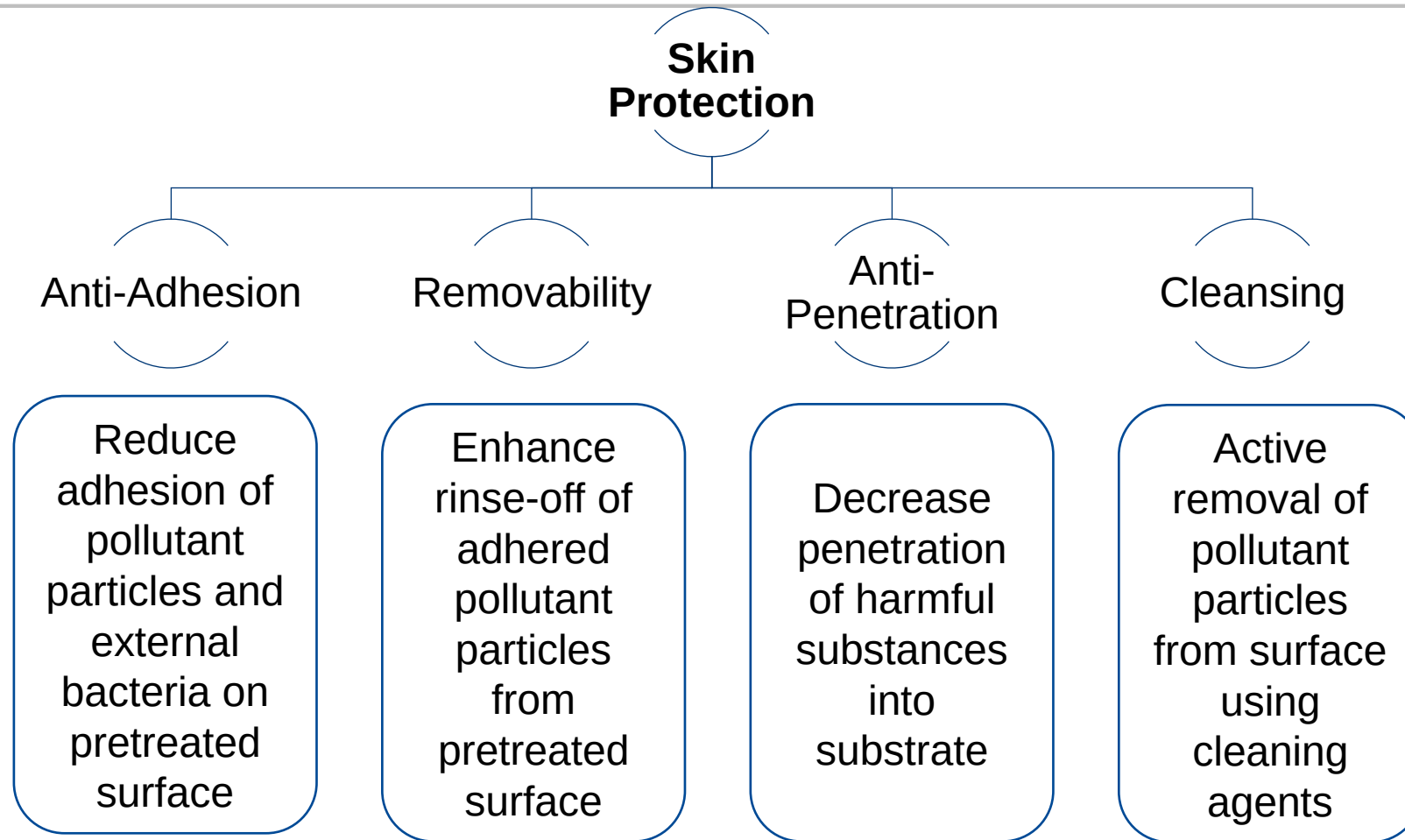
Solution

For

Anti-pollution?

”

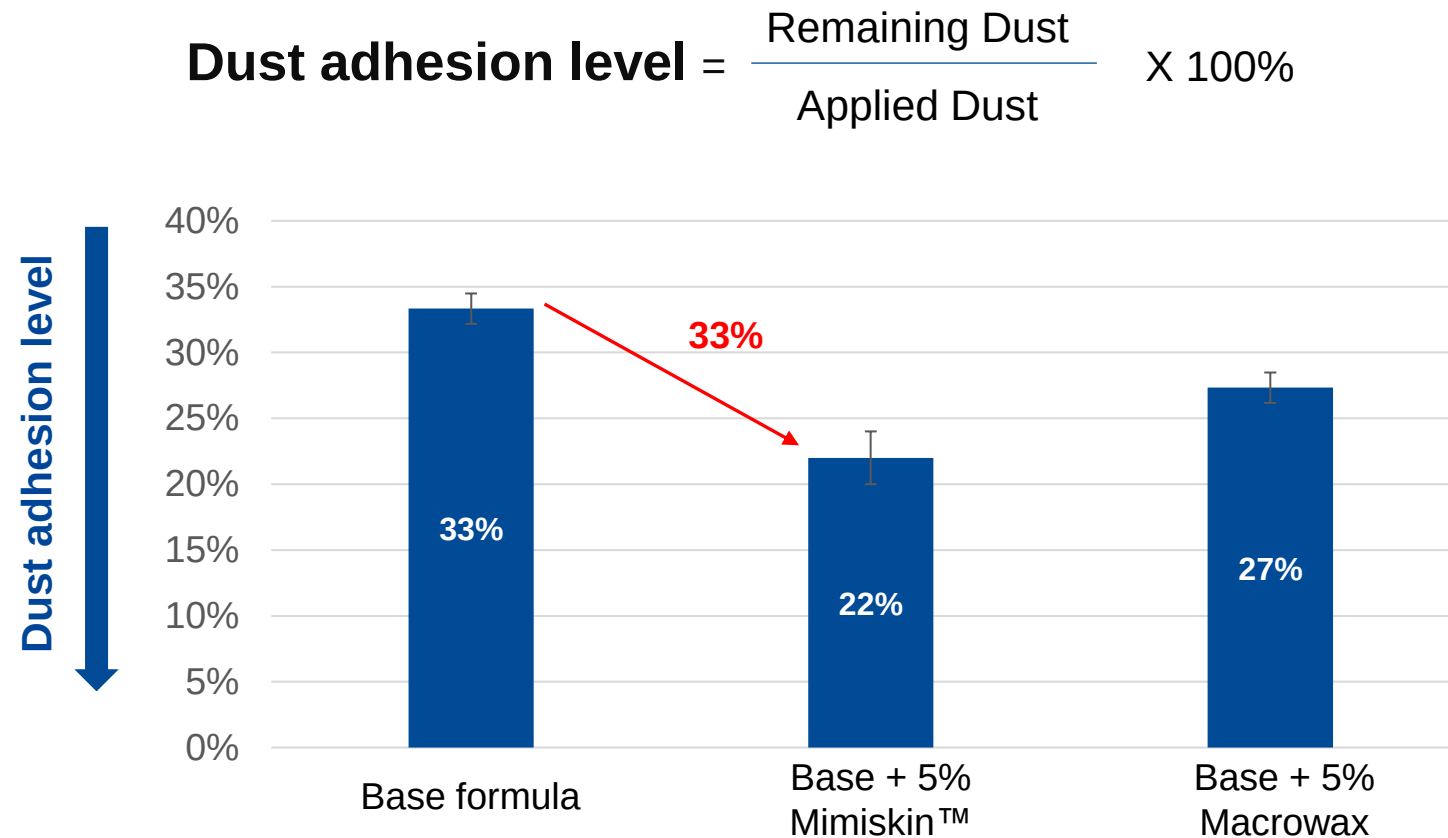
Multi-faceted approach to anti-pollution



Mimiskin™

Skin Protection by Anti-dust* Adhesion

*SiO₂, size= PM 10

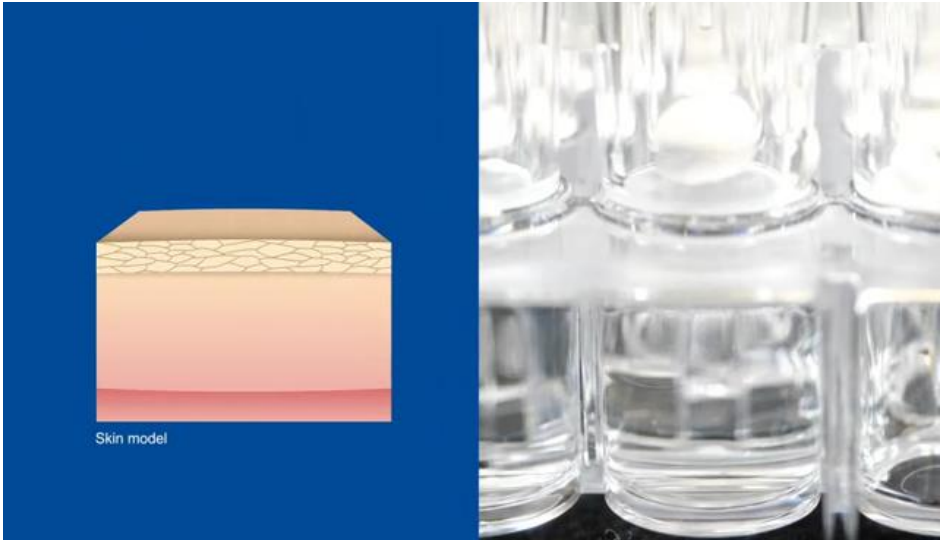
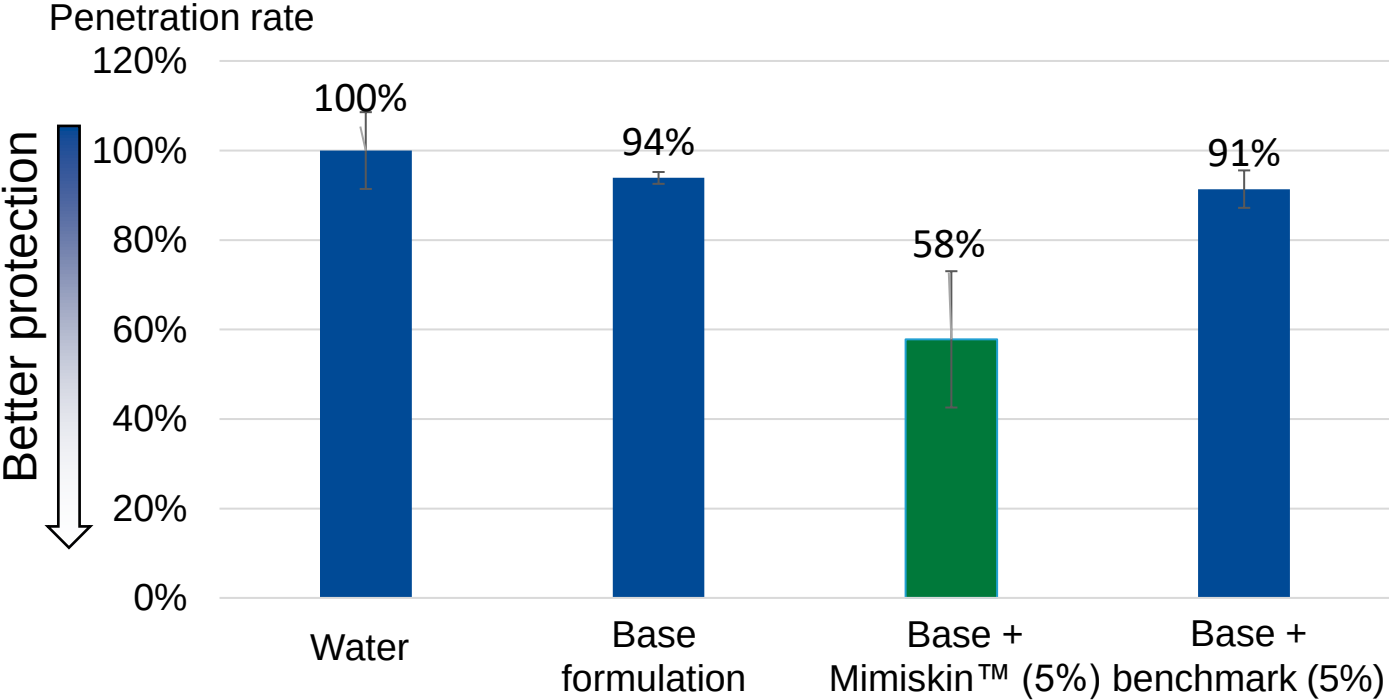


Anti-dust performance is achieved by the film forming with Mimiskin™.

Mimiskin™

Skin Protection by Preventing Chemical Penetration

Chemical Penetration Test

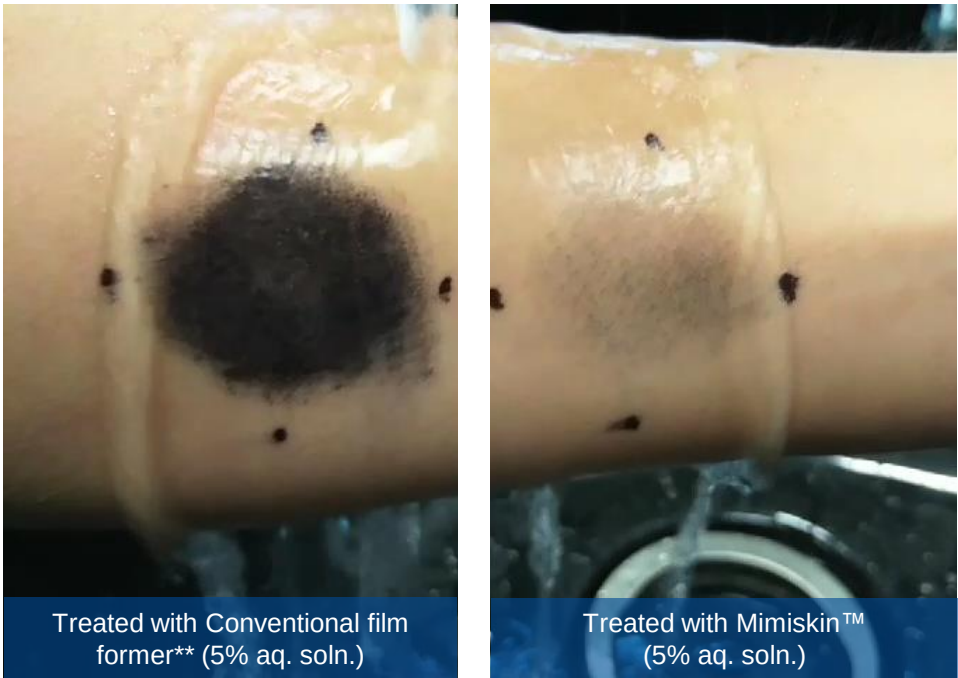


Mimiskin™ significantly reduces penetration of harmful chemical into the skin.

Mimiskin™

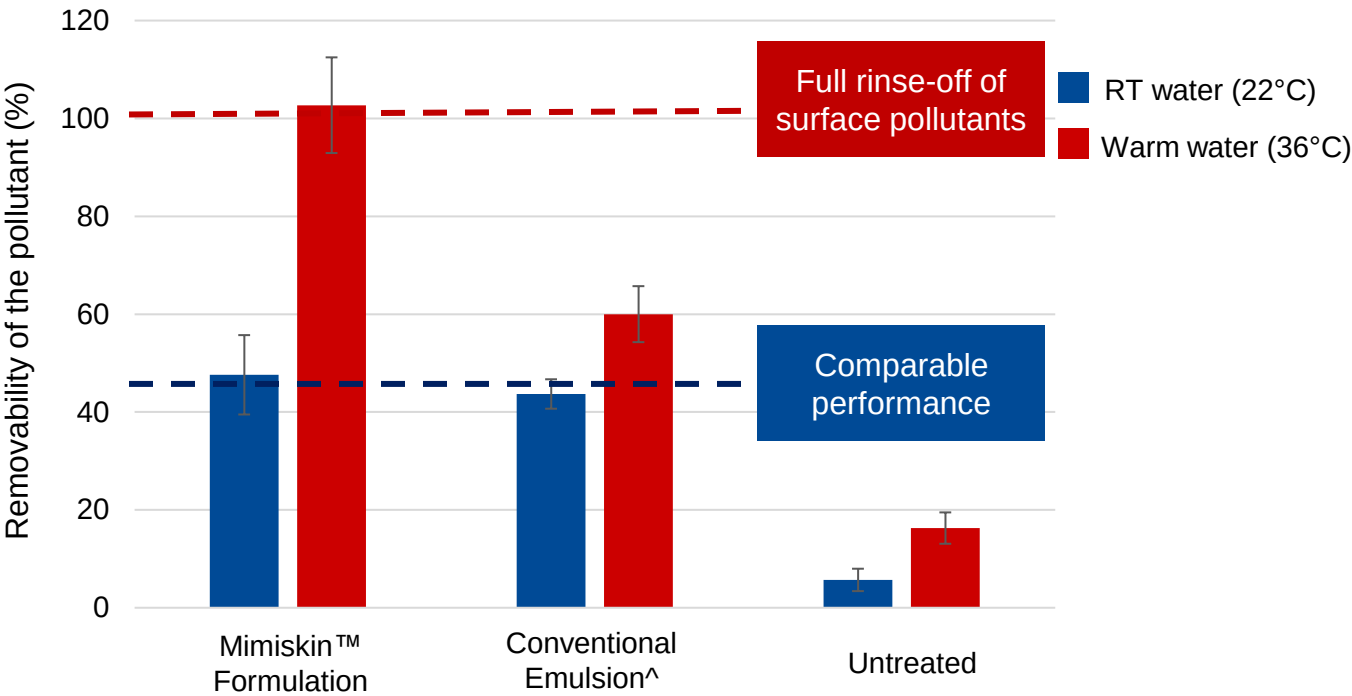
Anti Pollution Effect – Surface Pollutant Cleansing Test

Skin Protection against Pollutants*



*test pollutant; CI60725
**water dispersible silicon wax

Cleansing Performance of Skin Surface Pollutants with Water



^same ingredients were formulated by using conventional nanoemulsion technology

Unique melting point shifting technology enables protection and facilitates rinse-off of pollutants.

Mimiskin™

Bacterial adhesion protection Test protocol (Step 1-Step 2)

Step One:

Preparation of *S. aureus*

200μL bacterial solution applied on the surface of BHI (Brian Heart Infusion) culture medium, incubation for 12h under 37°C.

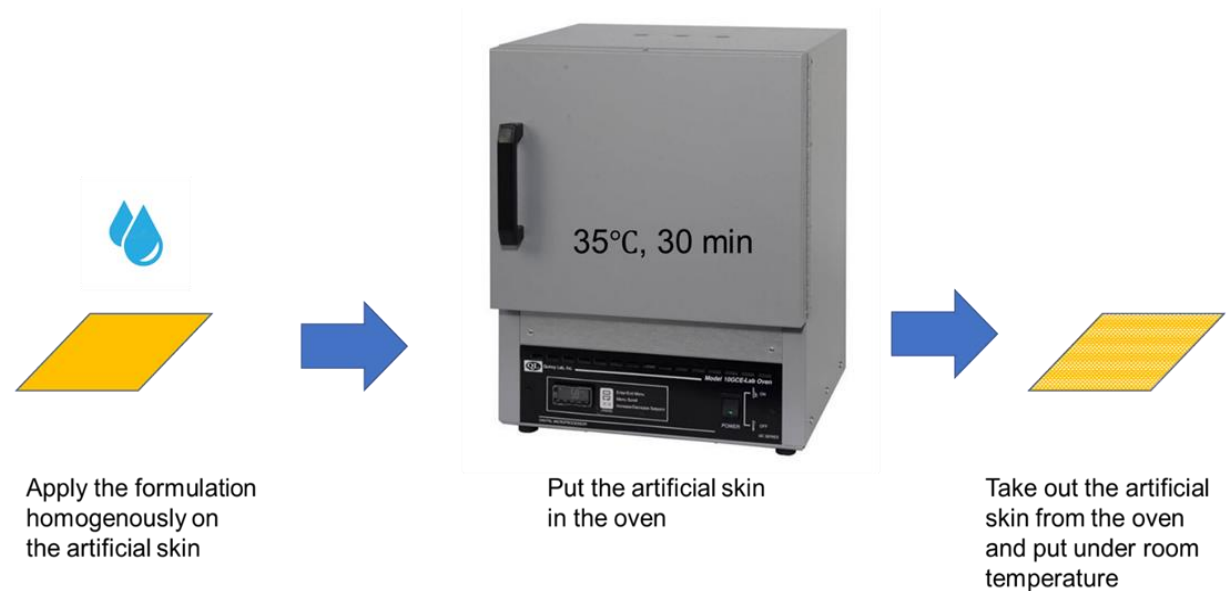


Note: *S. Aureus* was preliminary separated, without purified

Step Two:

Pre-treatment for formulation sample

30mg formulation sample applied on the surface of silicone-artificial skin(3*3 cm²), incubation for 30mins under 35 °C in drying oven, then get it out at room temperature for 30mins.

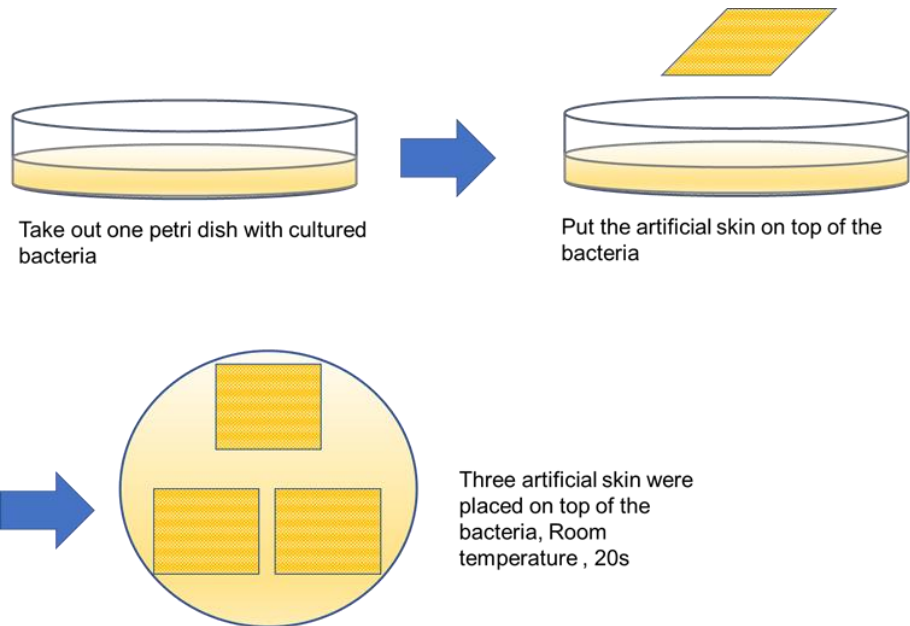


Bacterial adhesion protection test protocol (Step 3-Step 4)

Step Three:

Simulation of the bacterial-adhesion process

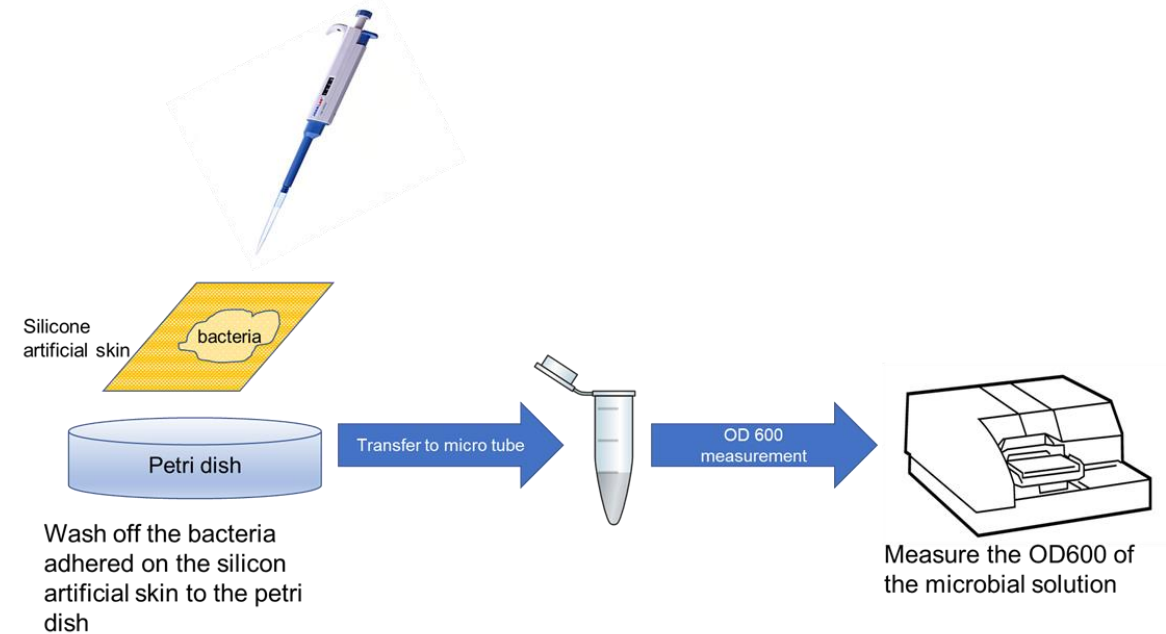
Put the silicone-artificial skin with different samples on the surface of bacterial petri-dish for 20s.



Step Four:

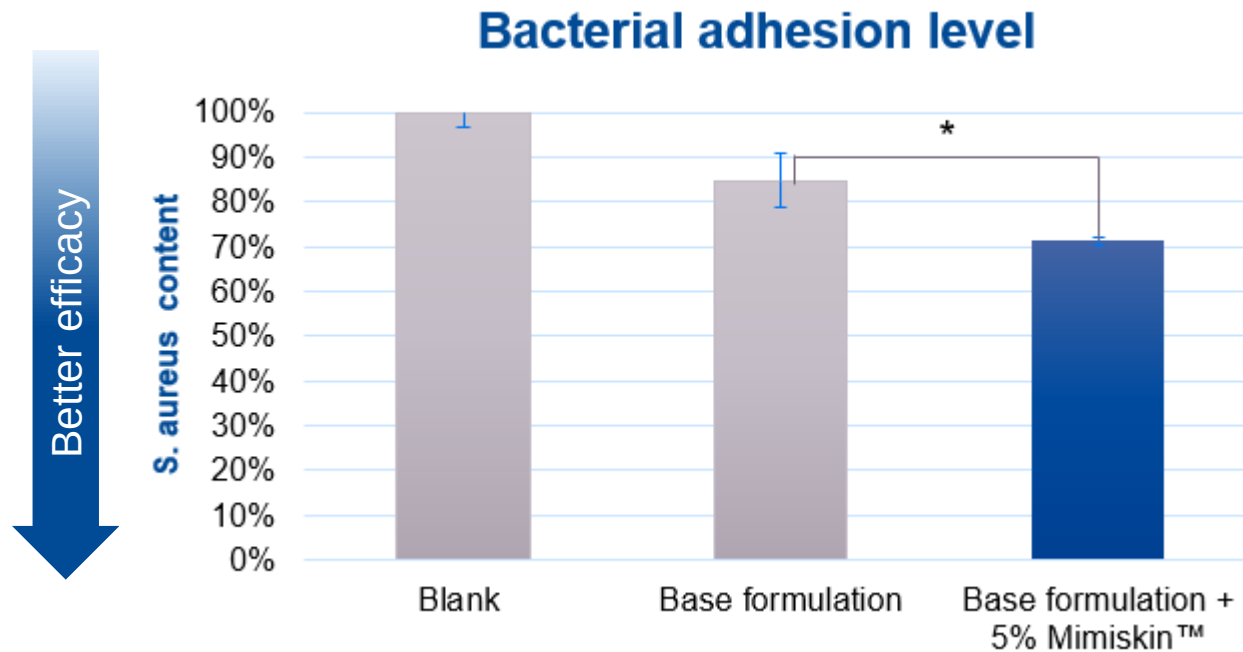
Bacterial detected with microplate-reader at 600 wavelength

Wash the bacterial adhered on the silicone artificial skin with water, and measure the bacterial amount at the absorbance at 600 wavelength.



Mimiskin™

Bacterial adhesion protection results



- The amount of bacterial adhered to Mimiskin™-treated artificial skin was 13% lower than placebo.
- The bacteria amount adhered to Mimiskin™-treated artificial skin was 29% lower than blank.

Note: Statistic analysis with T.TEST method, * $P \leq 0.05$

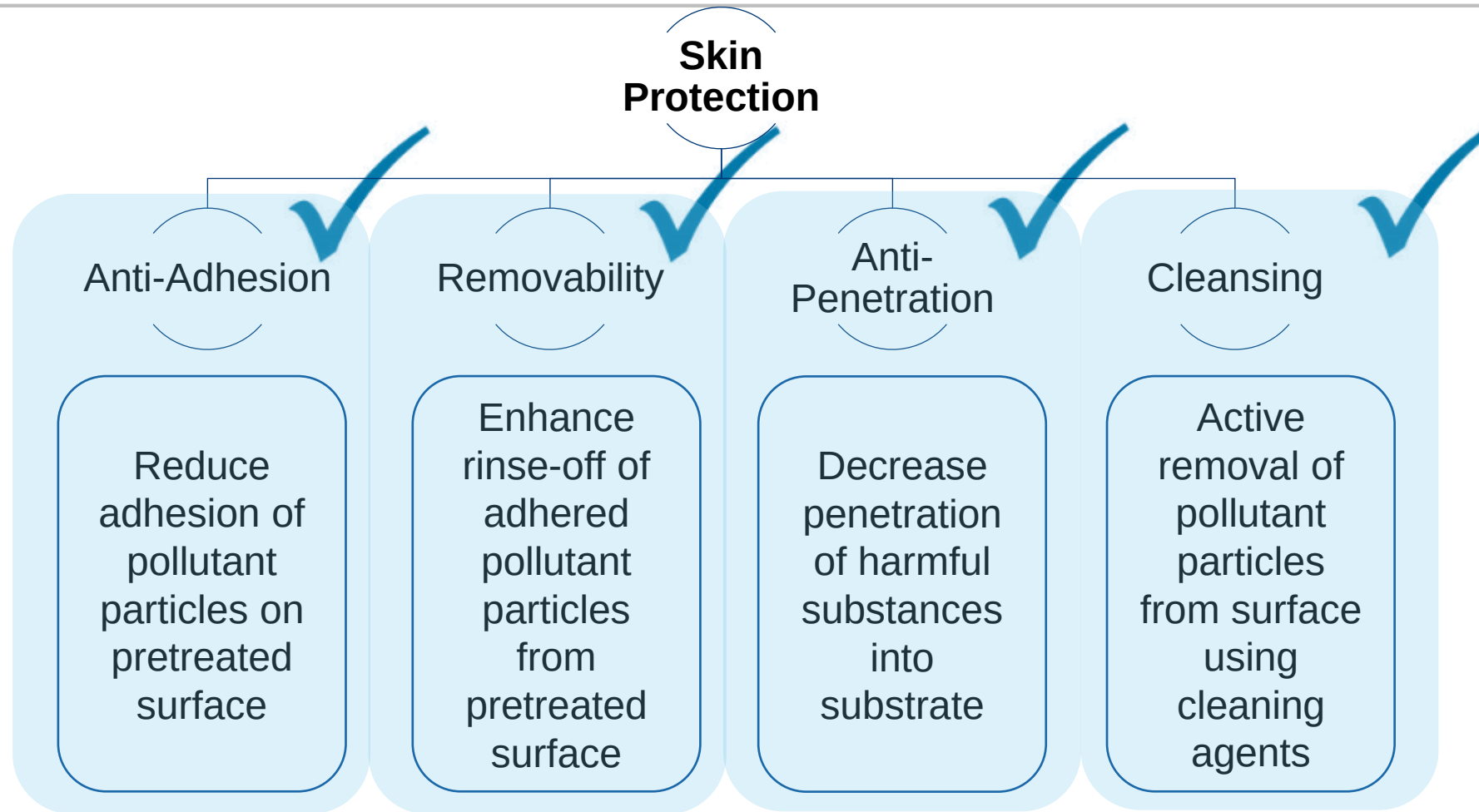
Mimiskin shows a sig. better efficacy in the reduction of bacterial adhesion.

27 Disclaimer: The claims and supporting data provided in this publication have been produced via BASF's Bacterial Adhesion Test Protocol and have not been evaluated for compliance with any jurisdiction's regulatory requirements. The results reported may not be generally true under other conditions or in other matrices. Users must evaluate what claims and information are appropriate and comply with a jurisdiction's regulatory requirements. All express and implied warranties are disclaimed.

BASF
We create chemistry

Care
Creations™

Mimiskin™ is a “one size fits all” solution for Anti-Pollution



“

Skin stays in
Healthy condition
by:
Strengthen
&
Repair

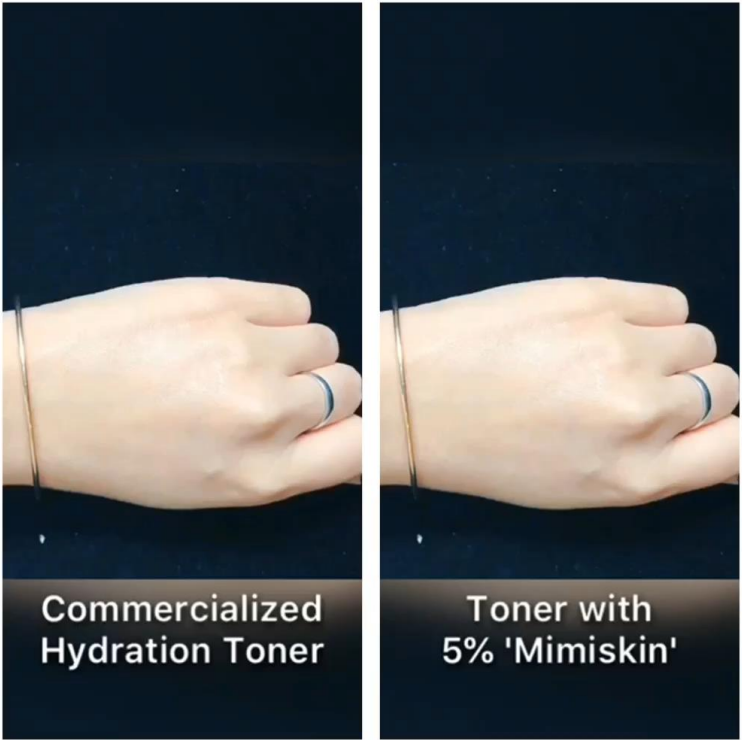
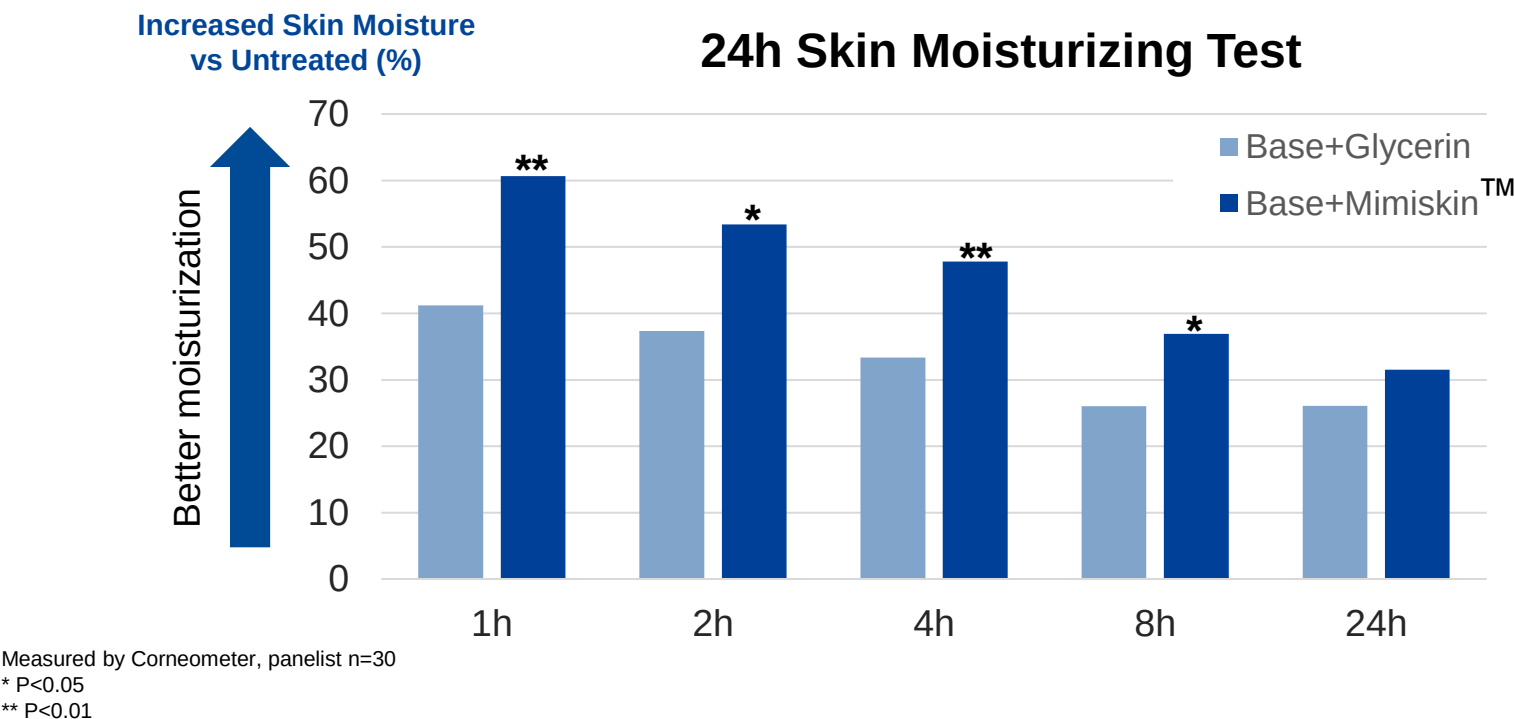
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Mimiskin™

24-hour Skin Moisturization With Non-sticky After Feel

Moisturizing in skin care – long lasting moisturization



Long lasting moisturization (24h) is achieved.

Mimiskin™

Skin Integrity Under Harsh Environmental Conditions



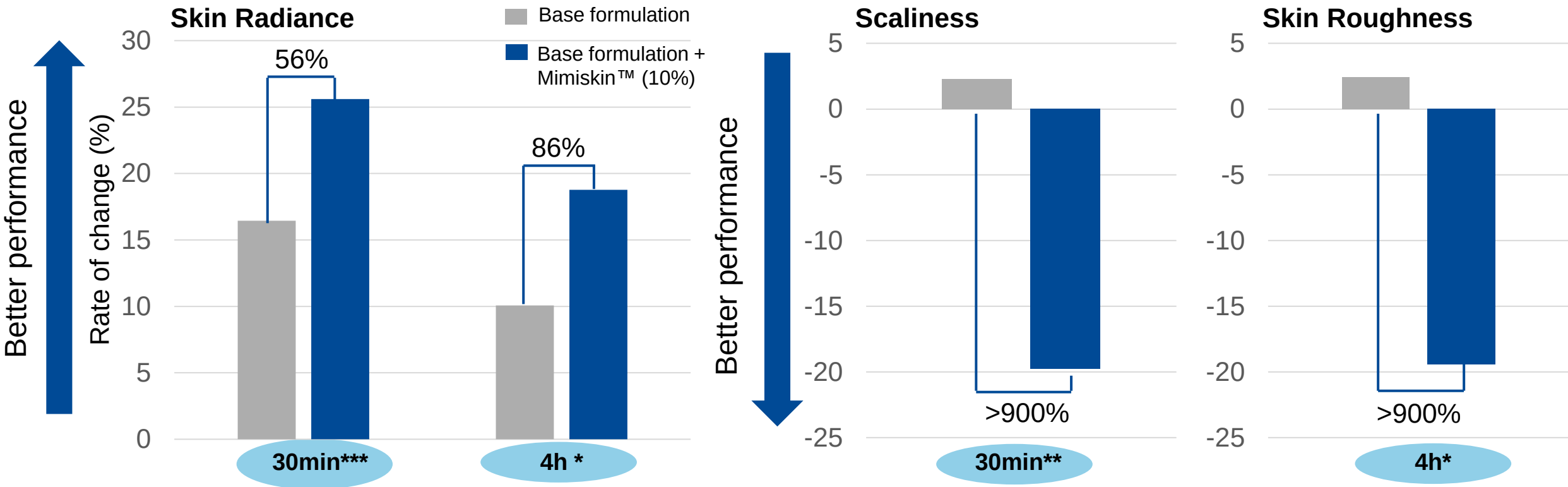
Fresh flower dipped into Mimiskin™ shows **high integrity** after **exposure to strong wind and 24 hours of UV exposure**.

Mimiskin™ strengthens and stabilizes skin.

Mimiskin™

Skin Radiance, Scaliness & Skin Roughness

*** $p < 0.01$
** $p < 0.05$
* $p < 0.1$

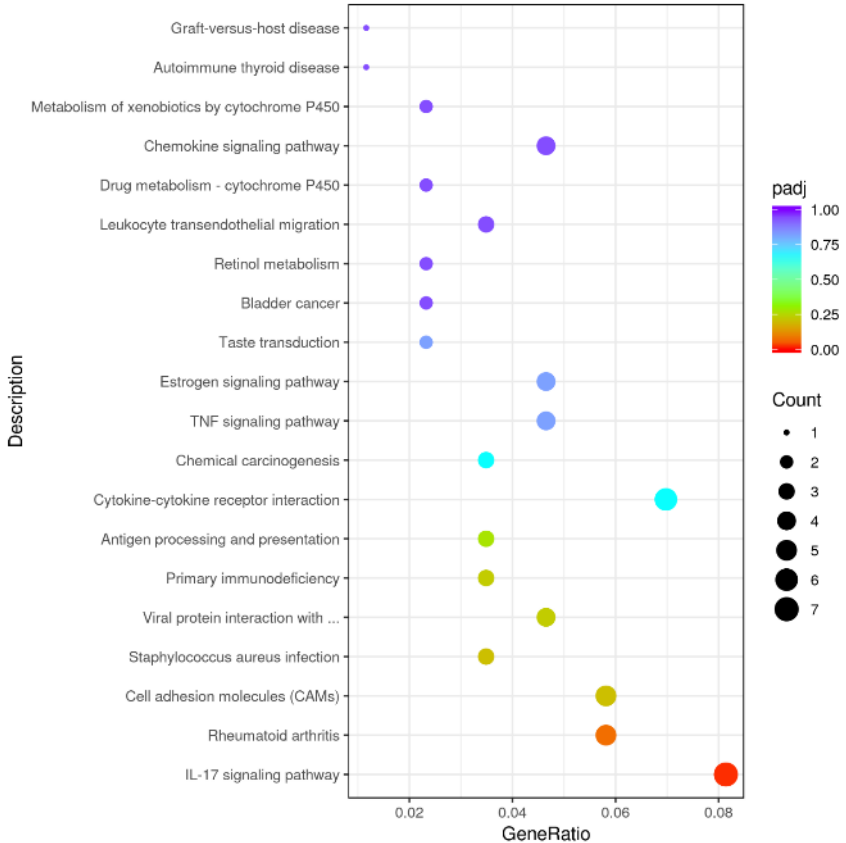
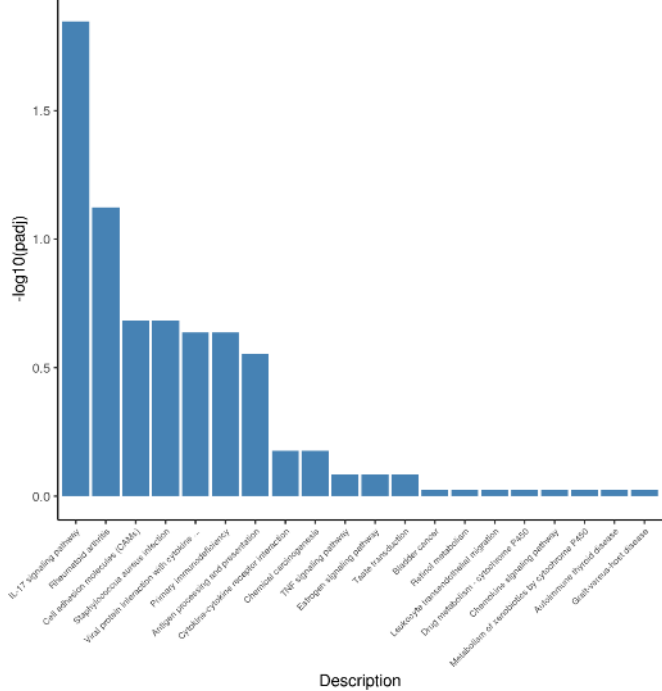
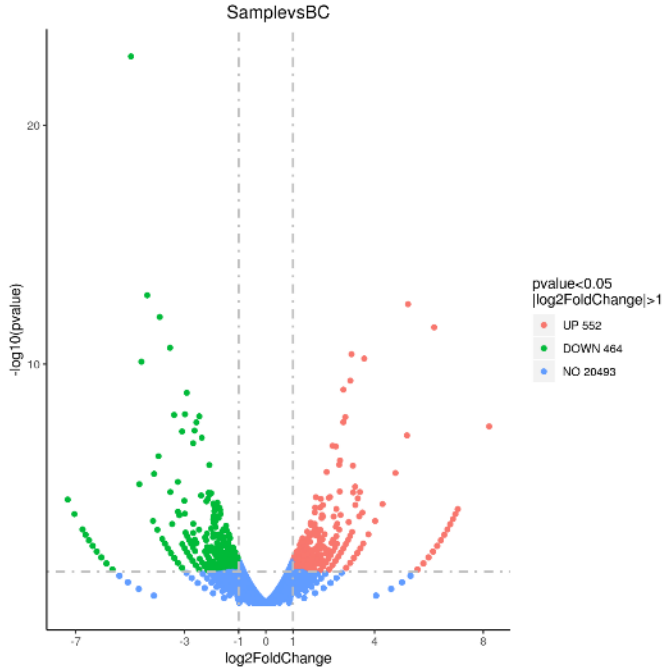


Mimiskin™ is proven to show radiance-boosting, anti scaliness & anti skin roughness effects.

Mimiskin™

Anti-inflammation

In KEGG (Kyoto Encyclopedia of Genes and Genomes) analysis of Mimiskin™, IL-17 signaling pathway was significantly down regulated.

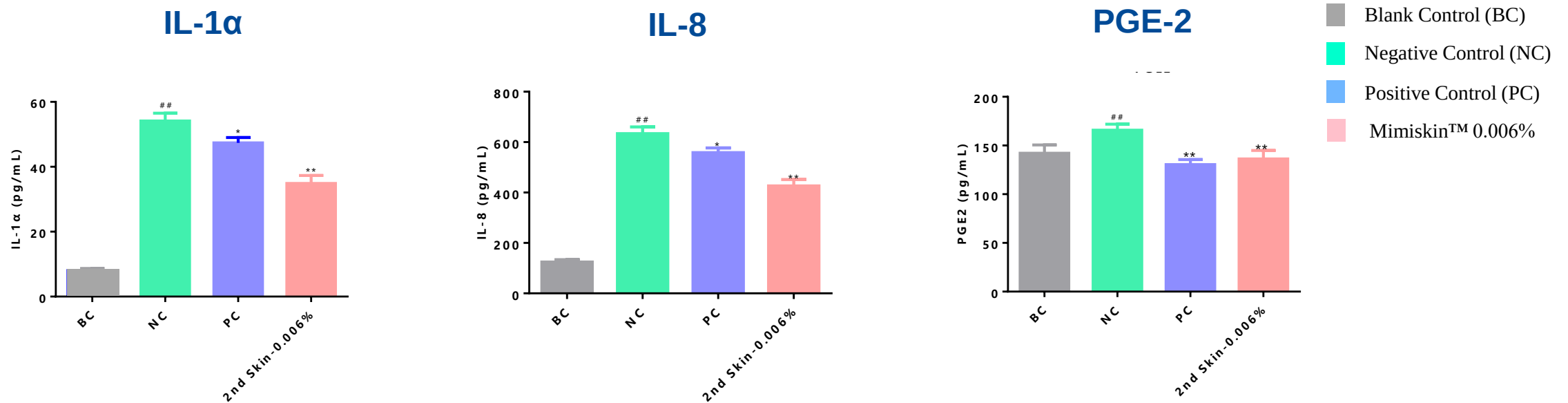


Mimiskin™ shows good potential in anti-inflammation.

Mimiskin™

Damaged Skin Barrier Repair

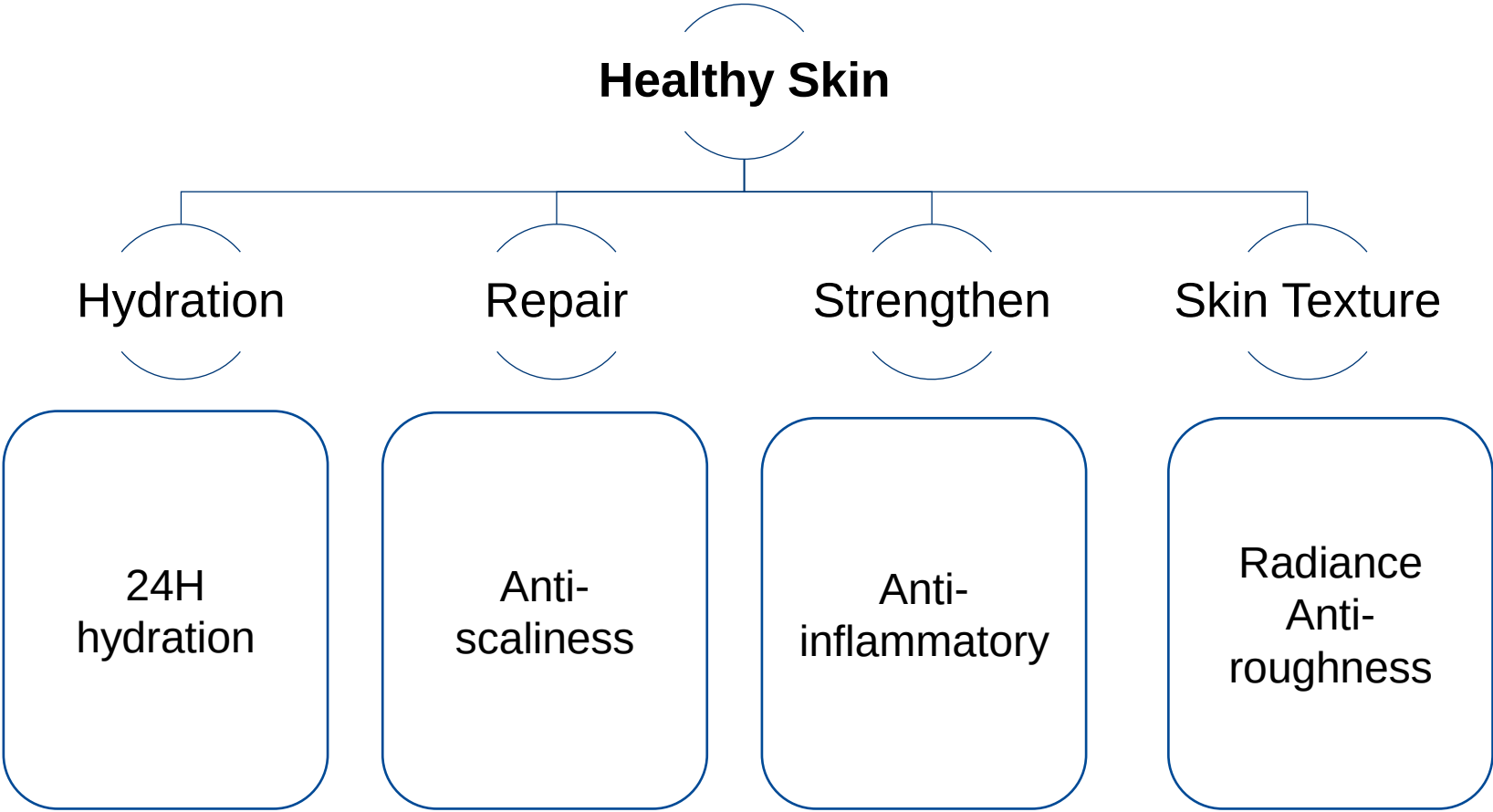
Mimiskin™ inhibits the expressions of pro-inflammatory mediators in 3D skin model (SLS-EpiKuits®):



* Evaluation of skin barrier damage repair efficacy of active substances based on “SLS-EpiKutis” skin barrier damage model

Mimiskin™ helps to reduce the pro-inflammatory mediators, bringing skin barrier repair effect.

Mimiskin™ helps skin stay in healthy condition by repairing & strengthening





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Protection...

+ Pollution

+ Unhealthy lifestyle

+ Sensitive Skin

...For City-Dwellers

The Urban Guardian



Urban Guardian
HydraMist

SC-CN-19-BTFT-02



Urban Guardian
Detox Serum

SC-CN-19-MMSR03



Urban Guardian
Shield Cream

SC-CN-19-SH111203

What?

A **primer**, an **anytime-hydrator** and a skin-fitting **chemical shield** against pollution and daily makeup.

An efficacious **detox potion** for reviving dry, dull-looking skin.

A **breathable, non-greasy gel shield** that boosts skin's hydration all day long.

How

- Replenishes the natural barrier from daily aggressions
- Provides 24-hour hydration for healthy-looking skin
- Quickly absorbs into skin with an ultra-lightweight texture

- Strengthens and fortifies the moisture barrier of tired complexion
- Repairs chemical-damaged skin daily
- Powerful concentrate that feels non-greasy

- Infused cuticle smoothing element PatchH2O® for anti-particle adhesion effect
- Prevents the deposition of deleterious chemical pollutants
- Rebalances hydration while softening the skin

When

Use after skincare routine to reduce makeup penetration.

Spray it anytime for all-time protection and hydration!

Apply in the AM and PM for enhanced skin purification

Apply in the AM to prepare for full day in the city

Mimiskin™

Moisturizing Demo

Bread treated with Mimiskin™ stays moisturized for long period of time.

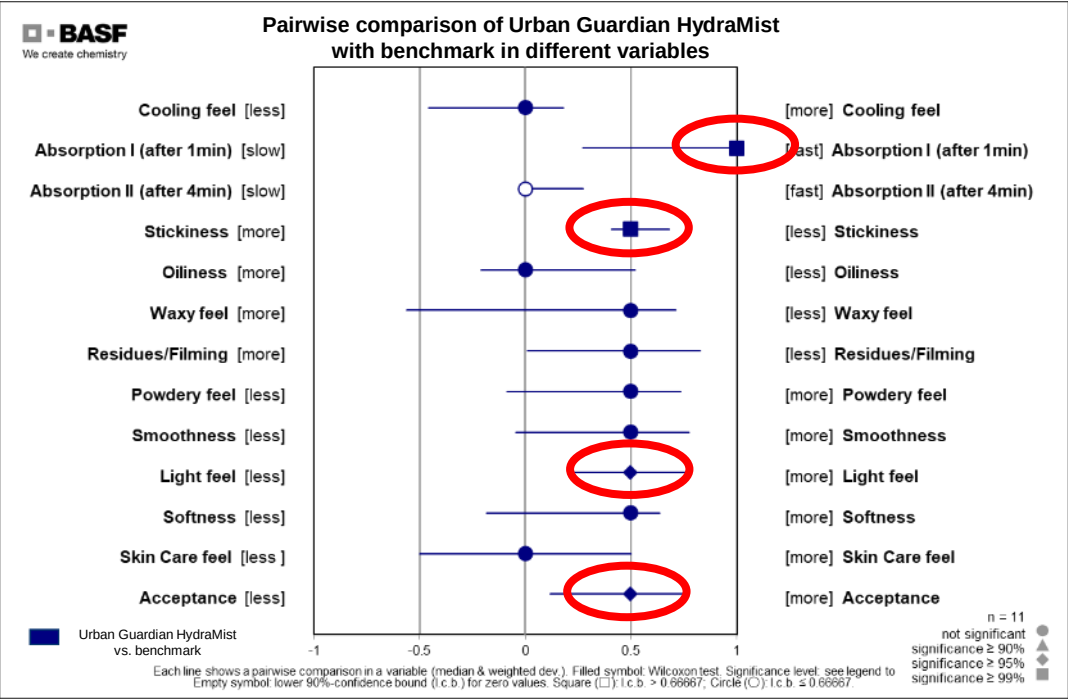


Mimiskin™ infused HydraMist stops moisture from getting away.

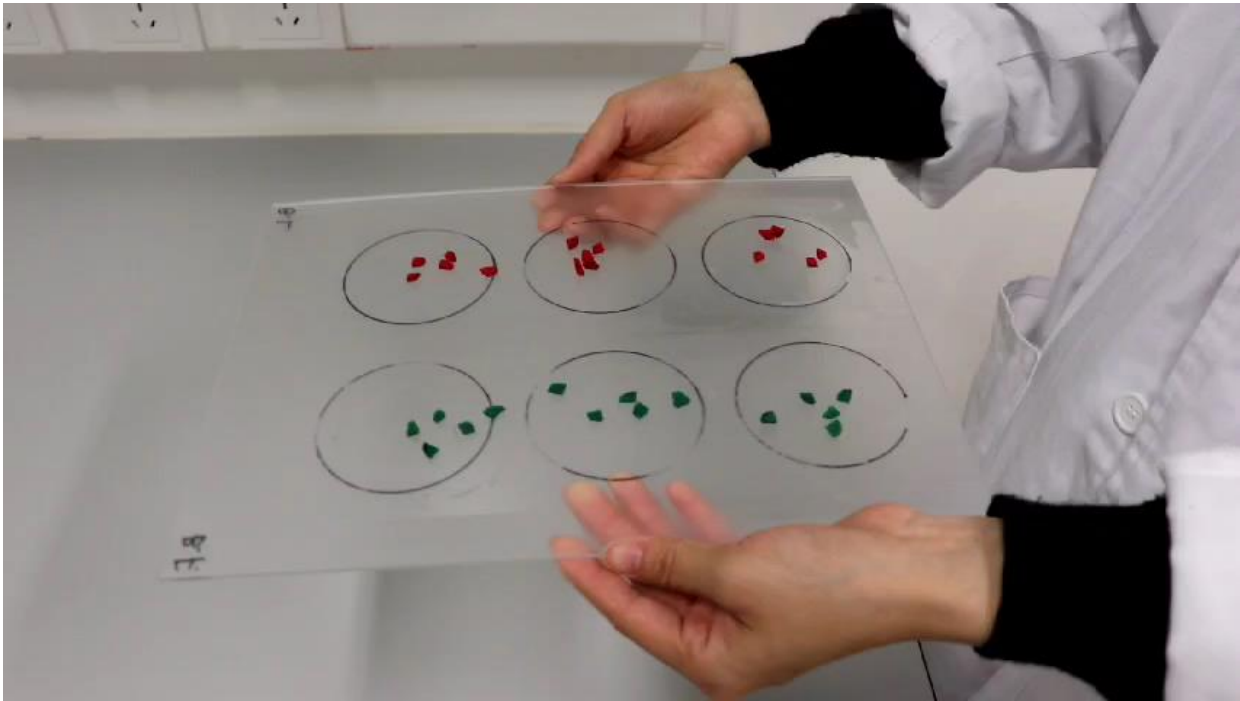
Mimiskin™

Superior Sensory – Non-sticky

Urban Guardian HydraMist vs. Benchmark



Non-sticky sensory demonstration



Mimiskin™ demonstrates supremely lightweight sensorial experience.



Gen Z

2-in-1 hybrid applications

Light, no-burden sensorial experience

Youthful, easy radiance

All Day Luminous



All Day Luminous Skinveil BB Cream

SC-CN-19-MMBB5

What?

A **no-mess** skincare savior that boosts **radiance** and **corrects skin tone** with **skin-smoothing** benefit

How?

- Corrects and adapts to your skin tone without transferring to clothes
- Immensely lift the complexion and boosts radiance
- Blurs imperfections and delivers long-lasting hydration
- No noodling after application



All Day Luminous Tinted Lip Serum

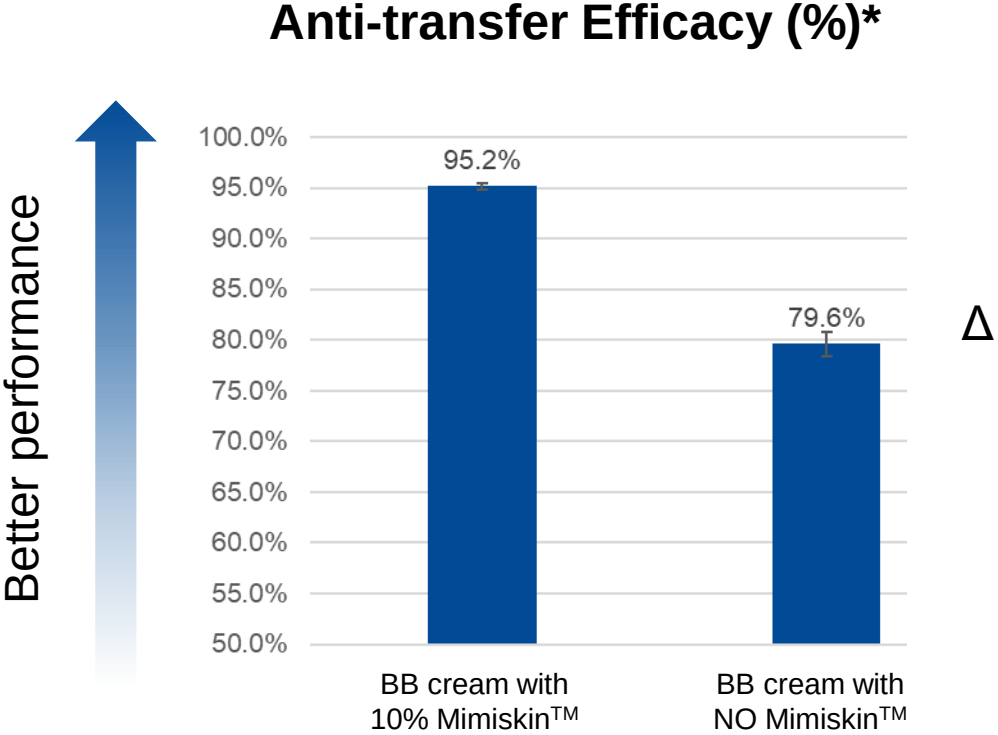
CC-CN-19-122402WP

A luxurious, **low-transfer** tinted lip serum that protects all-year round. Lips look **glossy, plumped** and kissable

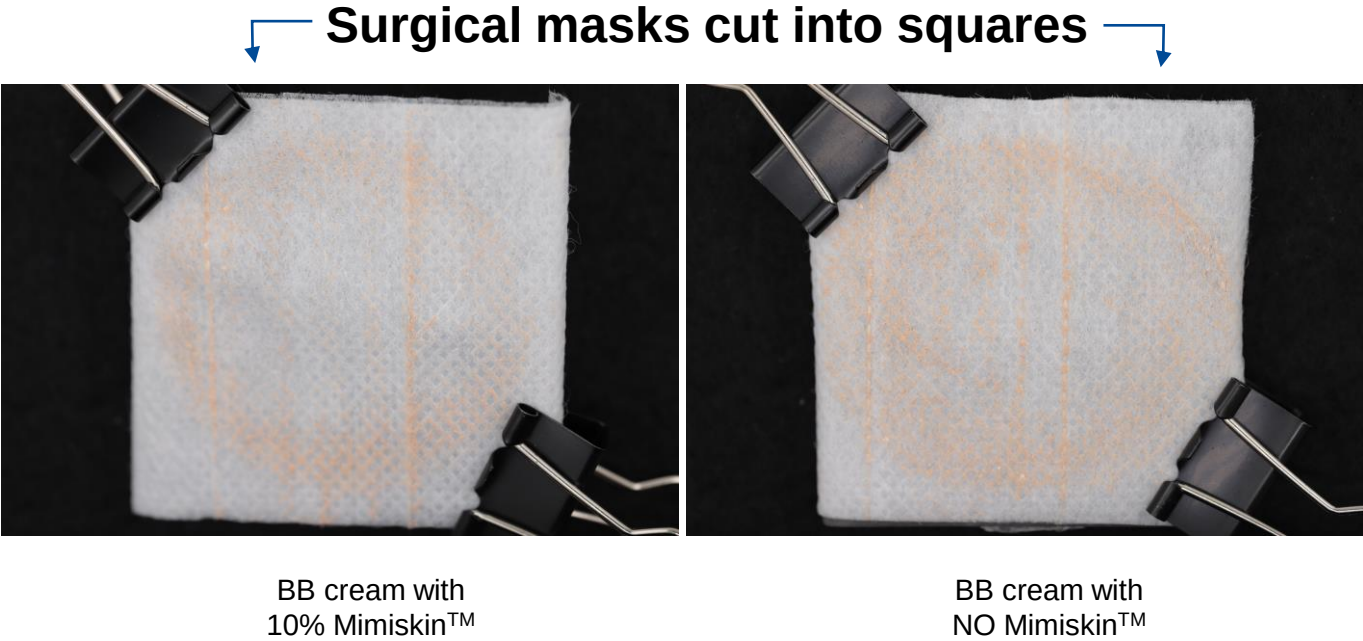
- Intensely nourishes lips and leave them supple and radiant
- Lightweight texture that glides effortlessly on lips
- Carefree wear with anti-transfer comfort

Mimiskin™

Anti-transfer test on surgical masks



*By visualized Change (Δ Area%)



Mimiskin™-infused BB cream is a no-mess makeup base with excellent anti-transfer efficacy.

Mimiskin™

Anti-noodling Effect

W/O foundation with 5% Mimiskin™ has demonstrated no noodling even with gentle rubbing on skin.



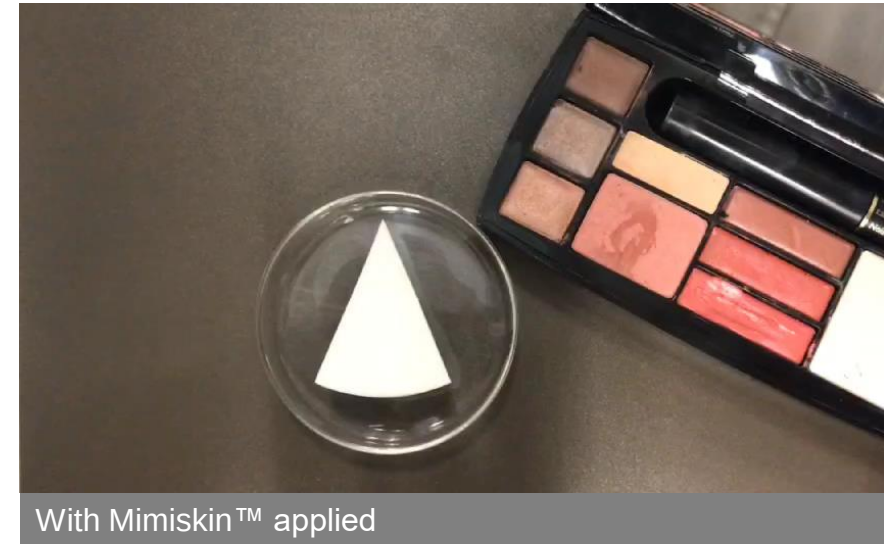
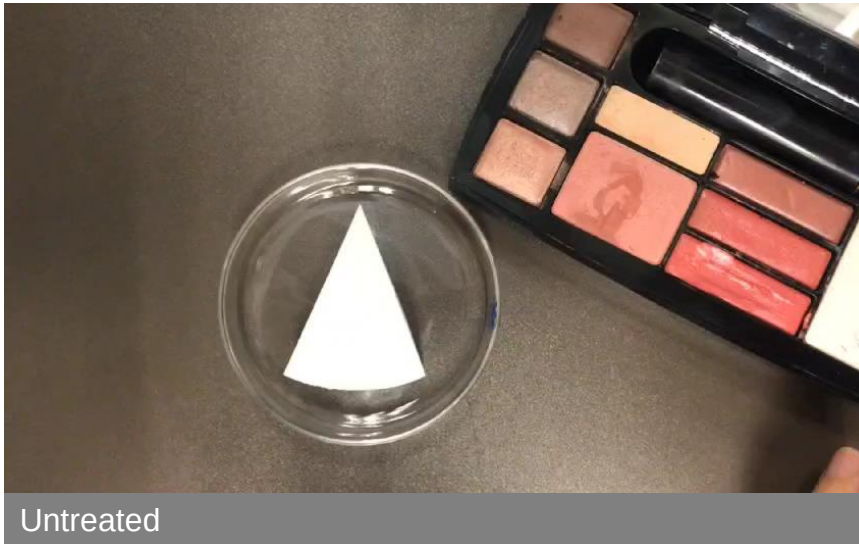
W/O foundation + 5% Mimiskin™

W/O foundation with 5% Mimiskin™ shows no noodling effect on skin

Mimiskin™

Easy Rinse-Off

Colour cosmetics on sponge treated with Mimiskin™ can be easily rinsed off.

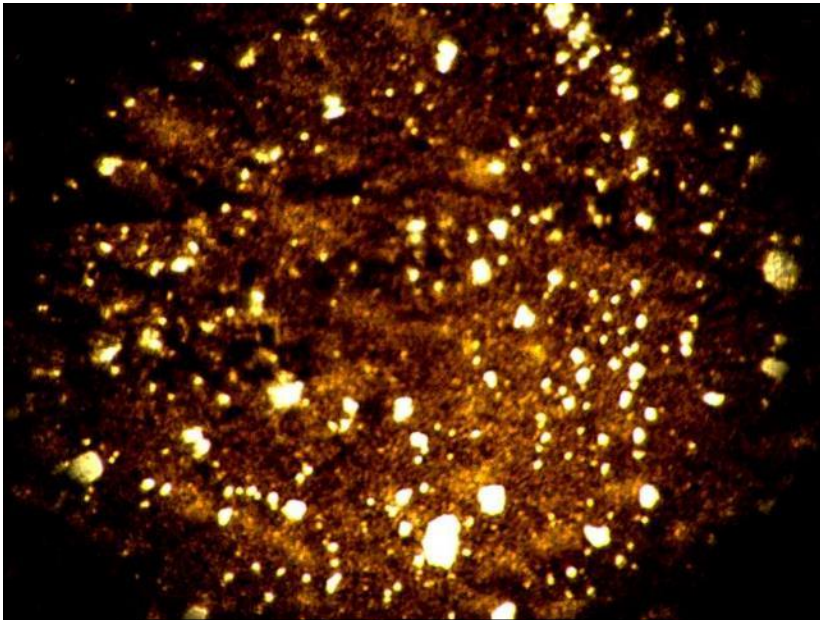


Mimiskin™ allow colour cosmetics to be easily rinsed off with minimal remnants left behind.

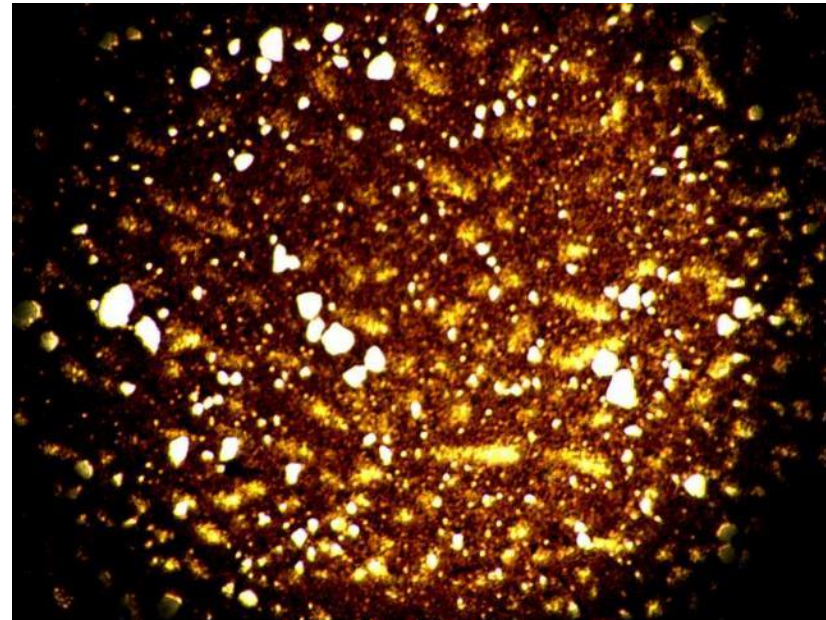
Mimiskin™

Excellent Pigment Dispersion

Mimiskin™ in tinted lip formulation helps pigment dispersion for more radiant, kissable lips.



Pigment dispersion without Mimiskin™



Pigment dispersion with Mimiskin™

Mimiskin™ in tinted lip formulation can achieve excellent pigment dispersion.



The Dreamy Breakthrough

Kiss On Pillow



Kiss On Pillow Sleeping Mask

SC-CN-19-SH110401

What?

A **mess-proof** sleeping gel that releases **hydration** power upon massaging on the face

How?

- Delivers night caring of repair and hydration
- Significantly improves skin texture with smoothness and suppleness
- Protects with transparent look and feel

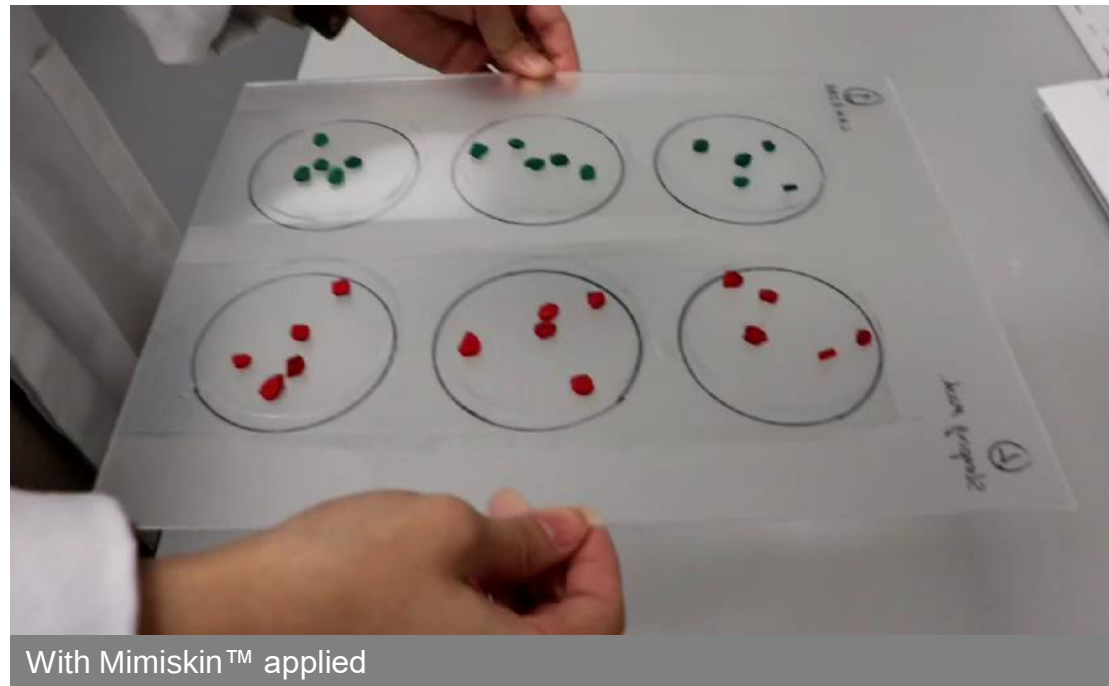
Who?

Young Asian women of 22 – 40 y/o

Mimiskin™

Anti Stickiness – Pillow-proof

Sleeping mask formulated with Mimiskin™ is proven to demonstrate anti-stickiness efficacy



Mimiskin™ infused sleeping mask is supremely pillow-proof for your beauty rest.

Mimiskin™

Protection



Urban Guardian HydraMist

SC-CN-19-BTFT-02

A **primer**, an **anytime-hydrator** and a skin-fitting **chemical shield** against pollution and daily makeup.



Urban Guardian Detox Serum

SC-CN-19-MMSR03

An efficacious **detox potion** for reviving dry, dull-looking skin.



Urban Guardian Shield Cream

SC-CN-19-SH111203

A **breathable, non-greasy gel shield** that boosts skin's hydration all day long.



All Day Luminous Skinveil BB Cream

SC-CN-19-MMBB5

A **no-mess** skincare savior that boosts **radiance** and **corrects skintone** with **skin-smoothing** benefit



All Day Luminous Tinted Lip Serum

CC-CN-19-122402WP

A luxurious, **low-transfer** tinted lip serum that protects all-year round. Lips look **glossy, plumped** and kissable



Kiss On Pillow Sleeping Mask

SC-CN-19-SH110401

A rich, yet **mess-proof nourishment** for the sleeping beauties who long for sweet, peaceful rest

Gen Z

The Dreamy Breakthrough



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Mimiskin™

General Information



Mimiskin™													
Description	30% Liquid crystal lipid particles (LCLP) dispersion in water												
INCI	Glycerin (and) Myristyl Myristate (and) Ceteareth-12 (and) Glyceryl Stearate (and) Cetearyl Alcohol (and) Potassium Cetyl Phosphate												
Dose of use	5-10%												
Aspect	Translucent / White emulsion												
Solubility	Dispersible in water												
Patent	PCT/CN2019/073861												
Regulatory data	<table><tr><td>PCPC</td><td>IECSC</td><td>IECIC 2015</td><td>JP cosmetics</td></tr><tr><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr></table> 					PCPC	IECSC	IECIC 2015	JP cosmetics	✓	✓	✓	✓
PCPC	IECSC	IECIC 2015	JP cosmetics										
✓	✓	✓	✓										

Mimiskin™

Sustainability Benefits



Ecological profile

Readily biodegradable (OECD 301)

Natural Origin Content*: >90% (ISO Norm 16128-2)

Cold processable

Suitable for multiple personal care applications



Facial Care



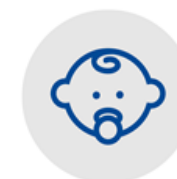
Body Care



Sun Care



Men's Care



Baby Care



Scalp Care

*Natural origin % = Number of natural carbon atoms / Total number of carbon atoms (natural and non-natural) x 100

Mimiskin™

Tox & Safety Data

No	Items	Effects	Comments
1	Acute toxicity	Virtually nontoxic	LD50 (oral): >5,000 mg/kg
2	Eye irritation	Not irritating	
3	Skin irritation	Not irritating	
4	Skin sensitization	No evidence of a skin-sensitizing potential	
5	Aspiration hazard	No aspiration hazard	
6	Skin safety in vivo	No irritation	

Mimiskin™

Benefit at a Glance

- ✓ Skin lipid replenishment & replenishment of skin barrier function
- ✓ Long lasting moisturizing & anti-dryness (reducing skin flaking)
- ✓ Improvement of skin radiance
- ✓ Superior cleansing performance with warm water
- ✓ Excellent air permeability
- ✓ Anti-dust adhesion
- ✓ Versatile compatibility with skin care and cosmetics applications

Mimiskin™

Back to the Optimal Condition



Repair for better protection

Moisturize stratum corneum

Fortify natural barrier

Protect from external aggressions

Readily biodegradable



Rebalance your healthy skin

Return to Your Optimal Skin Condition With Mimiskin™



We create chemistry

Care
Creations™