Care Creations™



Beauty Creations

PatcH$_2$O™

The Hydra-protect technology

by Beauty Creations
another Care Creations™ product group Inspired by Life

BASF
We create chemistry

PatcH$_2$O™

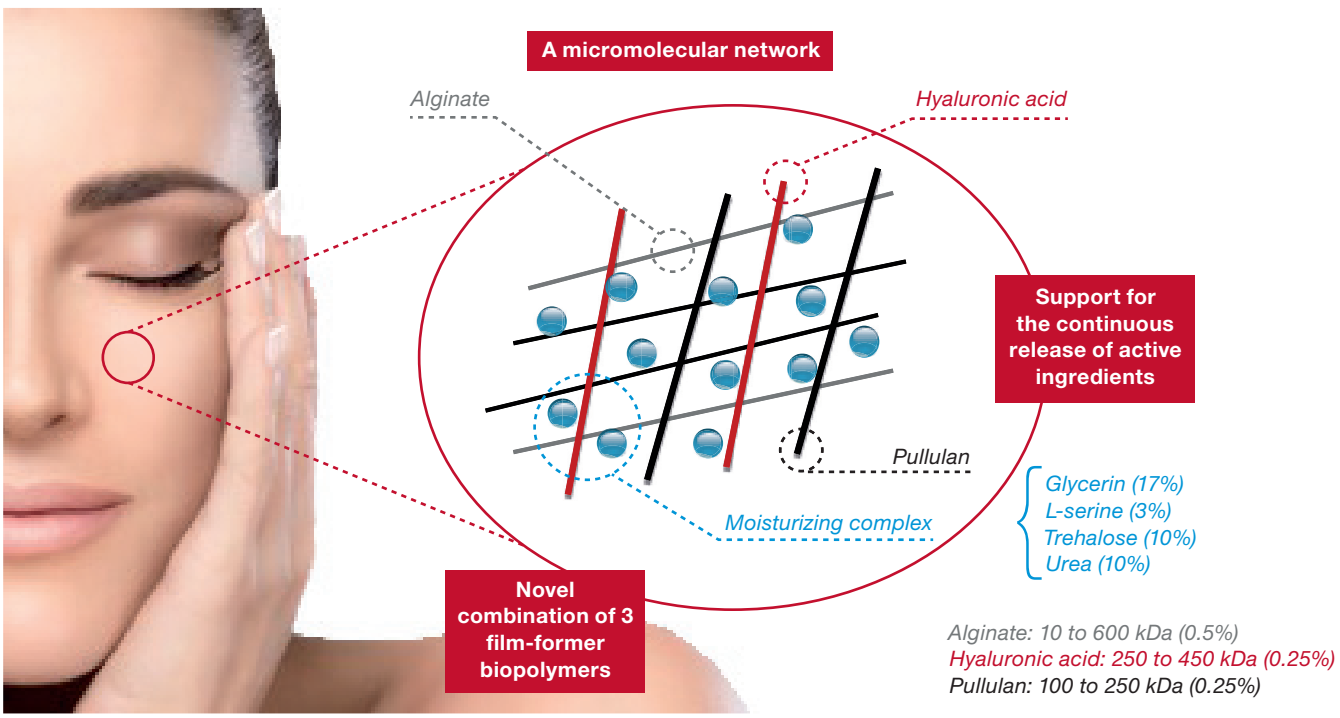
The Hydra-protect technology

Water is essential for life. The main component of our organs, it makes up almost 70% of the skin's chemical composition. But water naturally evaporates through the epidermis in a process known as transepidermal water loss (TEWL). Everyday irritations, pollution, air-conditioning and temperature changes also dry out our skin. It then becomes uncomfortable, itchy and tight.

To compensate for this water loss, BASF experts have developed PatcH$_2$O™ technology.

Its biopolymer micro-network forms a 'second skin' film that instantly soothes the epidermis and reduces water loss. Within the matrix is a powerful complex of active ingredients, which are slowly released to deliver long-term hydration. The invisible patch's meshing protects the skin against daily attacks from pollutants (PM2.5* and PAH) and UV rays.

Fully protected and hydrated, the skin feels comfortable. It looks softer, fresher and younger.



Key actions

- Reduces TEWL by limiting water evaporation over 48 hours
- Offers an intense and long lasting moisturization thanks to the slow diffusion of the moisturizing complex in the Stratum corneum
- Protects against PM2.5* (pollution particles) and UVA damage by maintaining cell vitality
- Protects against oxidative stress induced by PAH and UVA by decreasing lipid peroxidation

Main results

- Hydration is significantly improved compared to placebo after one application:

  +25% hydration versus placebo 30 min after application
  +18% hydration versus placebo 48 hours after application

Claim / Cosmetic usage

- Water boost technology
  Full hydration to keep your skin fresh and alive
- Hydr'Absolue
  Technologic hydration for natural skin perfection
- Aqua remedy
  A water pillow technology for each "day" hydrating trouble

PM2.5*: particulate matter are air pollutant particles with a diameter of 2.5 micrometers or less. They can carry Polycyclic aromatic hydrocarbon (PAH) adsorbed at their surface.

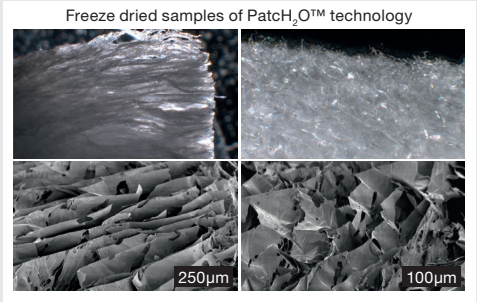
Efficacy

PatchH$_2$O™: Micro-network visualization of the biopolymeric association

→ An organized micro-network

Macro Fluorescence Transmitted Light

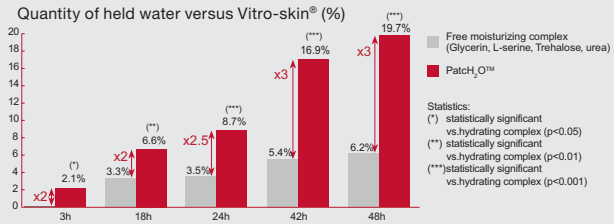
Transmission Electron Microscopy



PatchH$_2$O™ increases the quantity of water hold in Vitro-skin®

Vitro

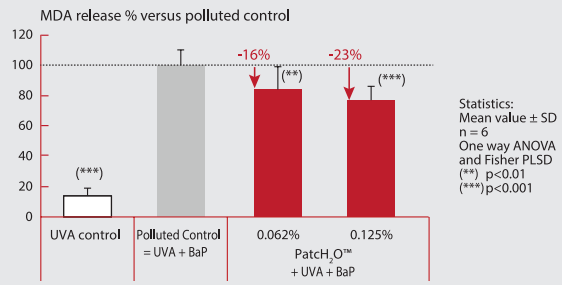
→ Limits water evaporation over 48 hours: reduces the TEWL



PatchH$_2$O™ at 0.125% reduces by 23% lipid peroxidation induced by (B[a]P) and UVA in keratinocytes

Vitro

→ Protects against harmful synergic effects of PAH and UVA

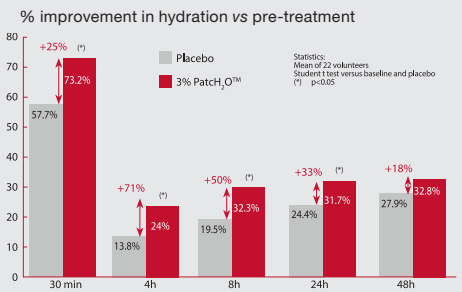


B[a]P: benzoapyrene is one of the most common PAH.

PatchH$_2$O™ at 3% significantly improves the hydration *versus* placebo

Vivo

→ Immediate and long-term moisturization



Clinical test: corneometry performed on 22 volunteers aged from 18 to 65 years. One application on the forearm

Consumer Test:

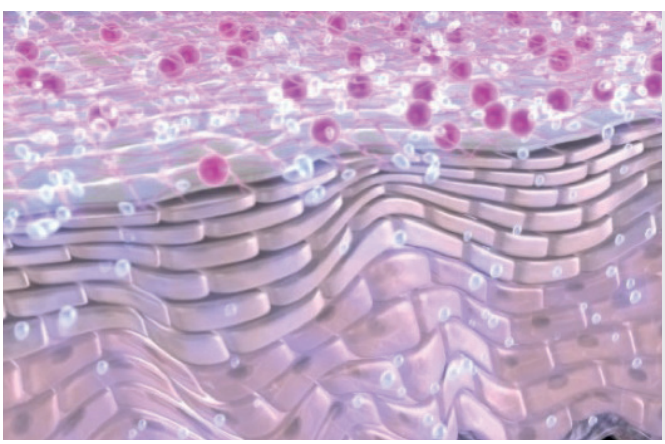
88% of volunteers agreed with the statement "hydrated"

88% of women who have tested PatchH$_2$O™ confirm that their skin is soft.

80% of the volunteers consider their skin visibly nourished with PatchH$_2$O™

Consumer trial by 25 female volunteers, aged 18 to 65. Bi-daily application of PatchH$_2$O™ at 3% and placebo on hemi-face for three weeks, washed off with soap after three days.

Sourcing / Product



PatchH$_2$O™ A00297

Origin:

Biopolymer network enriched with highly concentrated moisturizing complex

INCI:

Water (and) Glycerin (and) Trehalose (and) Urea (and) Serine (and) Pentylene Glycol (and) Algin (and) Glyceryl Polyacrylate (and) Caprylyl Glycol (and) Sodium Hyaluronate (and) Pullulan (and) Disodium Phosphate (and) Potassium Phosphate.

Dose of use:

3%

China IECIC listed

PatchH$_2$O™: moisturizing complex released on epidermis

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