

A stylized illustration of a diverse crowd of people, all wearing face masks. The people are depicted in various colors and styles, representing different ethnicities and ages. The background is a mix of soft, pastel colors like light blue, pink, and orange. The overall mood is one of community and safety.

END OF LOCK DOWN KIT

Summary



- Presentation of EXSYMOL
- Introduction : the end of lock down
- Characteristics for target consumers
 - Their daily
 - Their needs
- EXSYMOL solutions for successful end of lock down
 - DSB C
 - CAPALGIN
 - SLIMAGINE
 - ARCT'ALG

Presentation of EXSYMOL

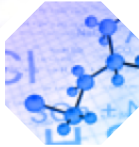
EXtraction



SYNthesis



MOLEcules



MONACO SINCE 1972



Our vision

« Become a key player in active cosmetic ingredients and be recognized as an expert of the skin and its needs.»

Our mission

« Creator of innovative, effective and safe cosmetic active ingredients to meet the needs of skin, consumers and our customers.»

Our values



Introduction : the end of lock down

Countries have been ending lock down of their populations since the beginning of May 2020



Social distancing: 1,5 m



*Sondage YouGov pour Terrafermia sur 1002 personnes représentatives de la population française de plus de 18 ans du 31 mars au 1 avril 2020

➡ **COSMETIC INTEREST** : prepare the skin to go outside again

Characteristics of target consumers

Their daily



Wash with **hydroalcoholic gel**.
Wash with hydroalcoholic gel.
Wash with **hydroalcoholic gel**.
Wash with hydroalcoholic gel.
Wash with soap too. Wipe off.
Scrub to dry.



Wearing a mask.
Mandatory in transport.
Probably also at work.
All day long. It **itches**.
It's wet.
Can't breathe. It itches.

Getting the kids **back to school**.
But not every day.
Back to **work**. But not every day. We
have to keep the children.
Organizational headaches and
stress.
The anxiety of being away from
home again.
The **stress** of the disease, too.
And the returning **urban pollution...**



Two months to live alternating between
day and night pajamas.
Staying at home.
Trying different classes anyway: zumba,
yoga, HIIT...
Do I still fit in my jeans?
The look in other people's eyes...

Characteristics of target consumers

Their needs



Damaged and **withered** hands.
It pulls and it hurts
→ Feed and protect them!



Wearing a mask:

- Wetness due to *bacterial proliferation*
 - *Alteration of the skin barrier - dryness*
 - Risk of eczema, allergy
 - Frictions - irritations
- Protect the skin from wearing a mask



Stress causes *hair loss*.
Oily hair comes back when you go out on the town.
→ Take care of your hair



Inactivity and *excess rhyme*
with extra pounds.
Loss of confidence after so much time at home
→ Improve the general appearance of your silhouette

Marketing claims

Face:
Immediate comfort / Soothes

Hair:
Anti-hair fall / Comfort (normalization of oily hair)

Body:
Firmness / Reduces bulges

Hands:
Nourishes / Soothes

EXSYMOL solutions for successful end of lock down

DSB C

Silicium – Salicylic acid complex

Hyper-reactive skin (wearing a mask)
Skin comfort / Immediate soothing: **-50% production IL-1**

Oily skins
Normalization

The active ingredient that protects your skin - reactive and sensitive - from the effects of the mask!

CAPALGIN

Wintered algae extract
Chondrus Crispus

Anti-hair fall: anagen / telogen ratio: + 68%
Hair health: growth speed: + 64%
Hair beauty: hydration: + 56%
Hair comfort: oily hair: -51%

The cryotherapy treatment for your hair based on an arginine derivative!

SLIMAGINE

Dulse extract (Japanese red alga *Palmaria Palmata*)

Elasticity + 30%
Firmness + 22%
Cellulite -24%
Bulges -30%
Loss cm: -4.33 cm hip
Silhouette perception + 23%

The active ingredient that smoothes your imperfections and makes you feel even more beautiful!

ARCT'ALG

Wintered algae extract
Chondrus Crispus

Anti-dehydration (TEWL) -17%
Moisturizing + 60%

The active ingredient that preserves, moisturizes and optimizes the regeneration of your skin.

EXSYMOL solution: ARCT'ALG

Snapshot



ARCT'ALG

The hydrating shield active ingredient
in extreme conditions

INCI: *CHONDRUS CRISPUS EXTRACT*

Use level: 0.5% - 2%

pH ≈ 5.5

Density at 20°C ≈ 1.00

Miscibility: water

Appearance: clear to slightly opalescent,
yellow to orange-red

Excellent tolerance



COSMOS
APPROVED

CLAIMS



Anti-dehydration



Strengthens the
barrier function



Cryoprotection



Soothes



Skin regeneration



To find out more



EXSYMOL solution: CAPALGIN

Snapshot



CAPALGIN

The cosmetic active ingredient for a dream mane

INCI: *CHONDRUS CRISPUS EXTRACT*

Use level: 1 - 4%

pH ≈ 6

Density at 20°C ≈ 1.06

Miscibility: water

Appearance: clear, slightly opalescent,
yellow to orange-red solution

Excellent tolerance



CLAIMS



Anti-hair fall



Hair density



Hair growth
speed



Moisturization



Anti greasy hair



Anti-dandruff



To find out more



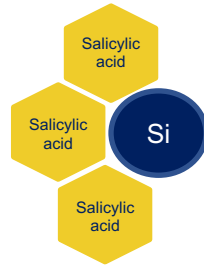
EXSYMOL solution: DSB C

Snapshot



DSB C

Flash soothing cosmetic active ingredient



INCI: *SILANEDIOL SALICYLATE*

Use level: 3% - 6%

pH ≈ 5

Density at 20°C ≈ 1.00

Miscibility: water, alcohol, glycol

Appearance: clear, colorless to slightly pinkish liquid

Excellent tolerance



CLAIMS



Instant soothing
Skin comfort



Moisturizing



Anti-irritation / Anti-redness



Protection against
inflammation



Anti-acne effect



Normalization of
oily skin



To find out more



EXSYMOL solution: SLIMAGINE

Snapshot



SLIMAGINE

The silhouette sculptor cosmetic active ingredient

INCI: *PALMARIA PALMATA EXTRACT*

Use level: 2 - 4%

pH ≈ 5.5

Density at 20°C ≈ 1.06

Miscibility: water

Appearance: clear, slightly opalescent, yellow-orange to red-orange solution

Excellent tolerance



CLAIMS



Erases skin imperfections



Anti-cellulite



Firms the skin



Smooths the skin



Drains fat



Prevents the formation of fatty deposits



To find out more

