



LA GRANDE CRÈME

Cellular Regeneration



January 2018

Recommended for Skin Instants[®]
affected by cutaneous aging

SKIN INSTANTS® AFFECTED BY CUTANEOUS AGING

Each individual's genetic heritage expresses itself differently over the course of a lifetime, since gene expression is modified by various **external factors** (pollution, stress, etc.) and one's **lifestyle** (diet, exercise, etc.).

Unlike mutations, which affect the DNA sequence, epigenetic modifications (based on the study of gene activity) are **reversible**.

In 2017, the *Gene Expression Laboratory* in San Diego made a major discovery in the area of cellular reprogramming: not only does the latter **block aging, but it also rejuvenates cells and reverses DNA damage**.

Epigenetic discoveries show that it is now possible to **repair negative traits** within cells and **counter cutaneous aging**.

BIOLOGIQUE RECHERCHE'S SOLUTION

For the very first time, Biologique Recherche has identified and selected **EpigenActiv®**, a peptide that acts on EGF (or epidermal growth factor) receptors, which are essential to regenerate tissues and recycle degraded proteins. It acts on the cutaneous aging process to promote genuine cellular regeneration. This discovery gave rise to **La Grande Crème**.

La Grande Crème is Biologique Recherche's new innovation for skin affected by cutaneous aging. It promotes **regeneration to renew strength and epidermal restructuring**. The cutaneous barrier is thus restored. This revolutionary cream tackles all age-related phenomena, for a facial treatment that is both complete and effective.

Actions

- **Regenerating:** genuine cellular revival
- **Structuring and volumizing:** combats sagging facial skin and provides a lifting effect
- **Firming:** improves the skin's biomechanical properties
- **Anti-wrinkle:** diminishes the size and depth of wrinkles
- **Anti-spot:** diminishes pigmentation irregularities
- **Protective:** improves the quality of the skin barrier

Epigenetic Testing

Epigenetic tests were carried out on 90 genes in order to demonstrate the product's beneficial action in combating signs of cutaneous aging and preventing new signs from appearing.

During testing, La Grande Crème was applied to skin explants to measure the product's effect on the expression of genes involved in cutaneous aging.

We observed a **significant improvement with respect to the following gene expressions:**

- + 100% on dermal cell proliferation (*SDC4*)
- + 380% on collagen fiber organization (*LUM*)
- + 220% on dermal extracellular matrix protection (*TIMP1*)
- + 170% on growth factor synthesis, which participates in epidermal renewal (*HBEGF*)
- + 180% on oxygen radical elimination (*GLRX*)
- + 140% on cutaneous barrier formation (*TGM1*)

Usage test

Test conducted on 22 women, 47 to 65 years of age, with wrinkles and pigmentation marks, for 1 month with product application taking place in the morning and evening.

86% of women said their skin looked younger

82% of women said their skin was regenerated

82% of women said their wrinkles and fine lines were visibly diminished

95% of women said their facial structure was improved

91% of women said their skin was firmer

82% of women said their pigmentation irregularities were diminished

82% of women said their complexion was more radiant

CONCENTRATED ACTIVE INGREDIENTS

Regenerating Active Ingredients:

EpigenActiv®, Milk Thistle Extract, Mimosa Extract

Structuring Active Ingredient:

Peony Extract

Firming Active Ingredients:

Complex of Elderflower, Chestnut Tree, and Myrobalan Leaf Extracts

Anti-Wrinkle Active Ingredients:

Complex of Matrikines, Myorelaxant Peptides, and Carcinine

Anti-Spot Active Ingredients:

White Tea Extract, Watercress Sprout Extract, and Soy-Based Pure Genistein

Protective Active Ingredients:

Oligosaccharides, Pichia Anomala Extract, Wasabi Extract, Grape Juice Extract (enriched with δ -Viniferin)

LA GRANDE CRÈME: BACKGROUND

It all began in the 2000s when Yvan Allouche launched the **Sérum Grand Millésime**, made from botanical extracts, vinegar, and yeast. A few years later, a new serum with an even greater number of concentrated active ingredients was launched on the market: **Le Grand Sérum**. It has become Biologique Recherche's flagship product and is now the most innovative product in the range.

Since then, we have conducted numerous studies in our laboratories, located in Suresnes, France, in order to develop even better anti-aging skin care products. Inspired by Le Grand Sérum, Yvan Allouche's botanical talent, and recent epigenetic discoveries, **La Grande Crème** was born. This complete cream contains the greatest number of concentrated active ingredients ever used in a Biologique Recherche product and, for the first time ever, DNA research has made it possible to identify and use the properties of **EpigenActiv®** in an anti-aging skincare product.

A SINGLE GIFT BOX

With its **revolutionary packaging**, La Grande Crème and its futuristic shapes evoke the **future of Biologique Recherche**. This future is characterized by **unconventional** concepts and formulas drawing on **scientific innovation**.

The mold and jar were **custom-made** for Biologique Recherche by one of **France's last artisanal glass and crystal makers**. Cast and polished by hand, the jar is then handled four times before its completion. Its pearly white lacquer and pad-printed golden facets enhance its **elegant** and **original** design, **in the brand's colors**.

Inspired by laboratory equipment, La Grande Crème's metal spatula is unique and convenient, preserving the formula while enabling the product to be dispensed.



RECOMMENDED USE

Apply in the morning and/or evening to the cleansed skin of entire face, neck, and décolleté. Massage the product into the skin, using upward strokes.

PRECAUTIONS FOR USE

External use only.

FORMATS

Retail format: 50 ml glass jar, presented in a special gift box

Recommended retail price 50 ml: 460€ TTC

Professional format: 100 ml plastic jar

ABOUT BIOLOGIQUE RECHERCHE

For over 40 years Biologique Recherche's unique methodology has built a strong reputation for astounding effectiveness based on a clinical approach to skincare, delivering immediate and long-lasting results.

Combined with highly customized protocols and meticulous procedures which recondition the epidermis, Biologique Recherche's extensive range of skincare products are highly concentrated in botanical, marine and biological active ingredients that are cold formulated in its own laboratory in France.

Biologique Recherche is the partner of choice in over 70 countries for exclusive medical spas and day spas in addition to the world's premiere luxury hotel spas.