

EAU MICELLAIRE BIOSENSIBLE

INITIALIZATION STAGE

Product Description:

A makeup-removing micellar lotion for softly cleansing facial skin while moisturizing and toning it.

Skin Instants: Sensitive, reactive or weakened Skin Instants®.

Formats available and description of packs:

Public Format: 125 ml and 250 ml bottles

Professional Format: 500 ml bottle

1/ Biologique Recherche Findings

Findings:

All Skin Instants® can have sensitivity problems. In fact, 88% of women say they have sensitive skin (Source: Study of women's skin - Ipsos Institute)

What is sensitive skin?

Sensitive skin is first of all a sensation, perceived as uncomfortable. It is hyper-reactive skin with a low tolerance threshold. When it is assaulted by external factors (pollution, UV, etc.), skin has more difficulty defending itself. In addition, it become weakened with every new aggression, creating a vicious circle of skin weakening. It is all due to a deficient hydrolipidic barrier, weakened skin and disrupted microcirculation.

A. Changes to the skin barrier

This leads to lack of skin hydration, evidenced by an increase in Insensible Water Loss (water evaporation) and the permeability of the cornea layer. The tolerance threshold also falls: the skin thus becomes more sensitive to irritants and external stimuli (factors entailing nerve or muscle activity).

B. Skin inflammation

The loss of the skin's barrier function and the increase in Insensible Water Loss results in the activation of the nervous system, leading to an inflammatory reaction (a body's defense reaction to aggression by a physical, chemical or microbial pathogenic agent).

The inflammation is caused by harmful stimulus to the skin's nerve endings and leads to the release of neuromediators (chemicals released by a neuron at a synapse modifying the activity of another cell).

Neuromediators affect vascular permeability and help initiate pro-inflammatory and immune reactions at the site of the lesion, releasing inflammatory cytokines: this then leads to local skin inflammation described as "neurogenic".

Neurogenic inflammation shows up as clinically evident signs such as redness at the T zone. It can also cause itching, tingling and irritations.

But, in general, sensitive skin does not differ in appearance or structure from other skins: the skin's sensitivity is independent of skin type.

Furthermore, sensitivity increases skin problems: a dry skin becomes drier and peels when it reacts, and oily skin becomes oilier and produces impurities. Sensitivity, therefore, concerns all skin types.

Causes:

Several factors are involved in skin sensitivity:

A. Exogenous factors

- Repeated use of aggressive cosmetics or drugs (especially antibiotics)
- Skin damaged by cold, excessive exposure to sun or pollution
- The use of soap and water to clean skin

B. Endogenous factors

- Psychological stress, as it can slow the skin barrier's ability to restore itself
- Dermatological pathologies (such as rosacea)
- Heredity (an atopic, light skin is thinner than normal)

Skin is thus problematic, and to better respect its barrier function it is essential to cleanse facial skin. Regardless of skin type, it is important to remove from the surface of the skin all traces of makeup, dust, sebum and desquamated cells, all of it without altering the hydrolipidic film, which must be respected: the skin must feel clean without pulling. It is therefore essential to clean the face gently to respect the skin's physiological balance.

2/ The Biologique Recherche Solution

Thanks to its optimal tolerance, Biologique Recherche's Eau Micellaire Biosensible combines hydrating and toning qualities with soothing and gently cleansing qualities, to remove makeup and purify the skin without destabilizing the hydrolipidic film.

The plus: A gentle micellar formula for sensitive skins, that eliminates impurities and respects the skin balance (physiological pH, soap-free, etc.), calming overheating and irritation while preserving the skin's lipid and water capital.

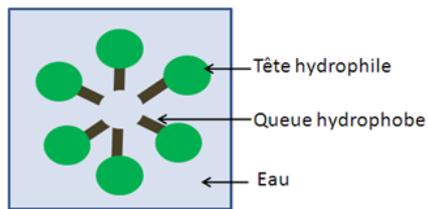
The Biologique Recherche method for removing makeup is a true care treatment. It is an indisputable aid in obtaining skin that looks fresh and cared-for, retaining the skin's natural balance.

What is micellar water?

It is a solution enriched with very gentle surfactants (esters of fatty acids), dispersed in the water, present in a particular concentration and in the form of microspheres: micelles.

Micells are in fact minute **spheres in suspension** in an aqueous solution. These small particles are composed of an aggregate of molecules called "amphiphiles", i.e., they contain:

- a part that likes water ("**hydrophilic**"): it stays outside the micelle to be in contact with water
- and its converse, a part that does not like water ("**hydrophobic**") which is turned towards the inside of the micelle so as not to be in contact with the water.



These particles form when two incompatible phases (water and oil) come in contact by saponification. At the surface of the skin, the micelles imprison the impurities (makeup, sebum, etc.), allowing them to be cleaned from the face without assaulting the skin.

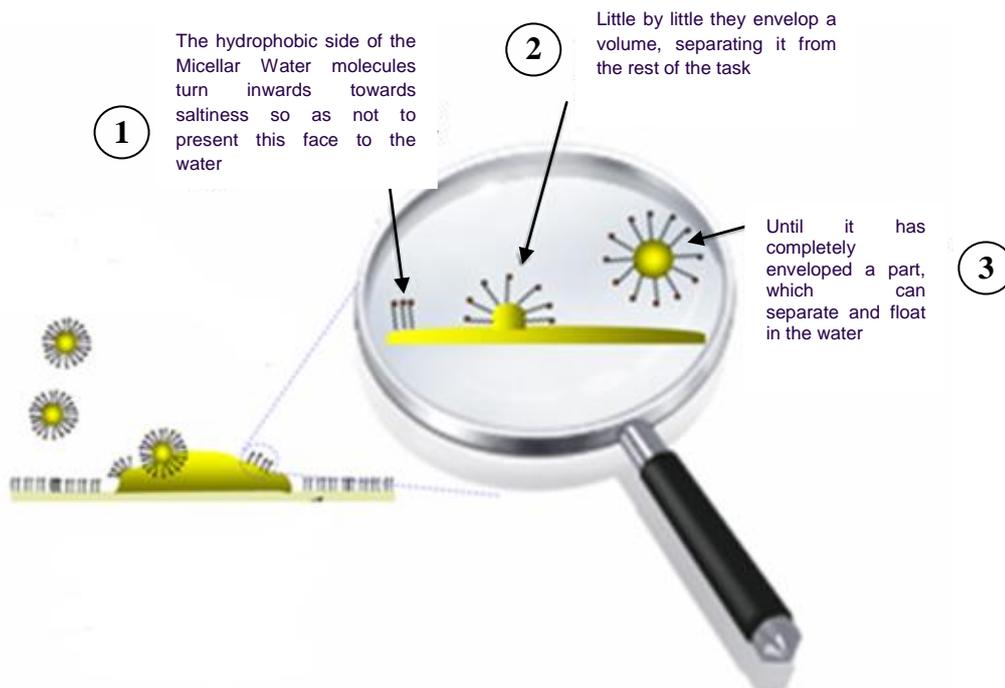
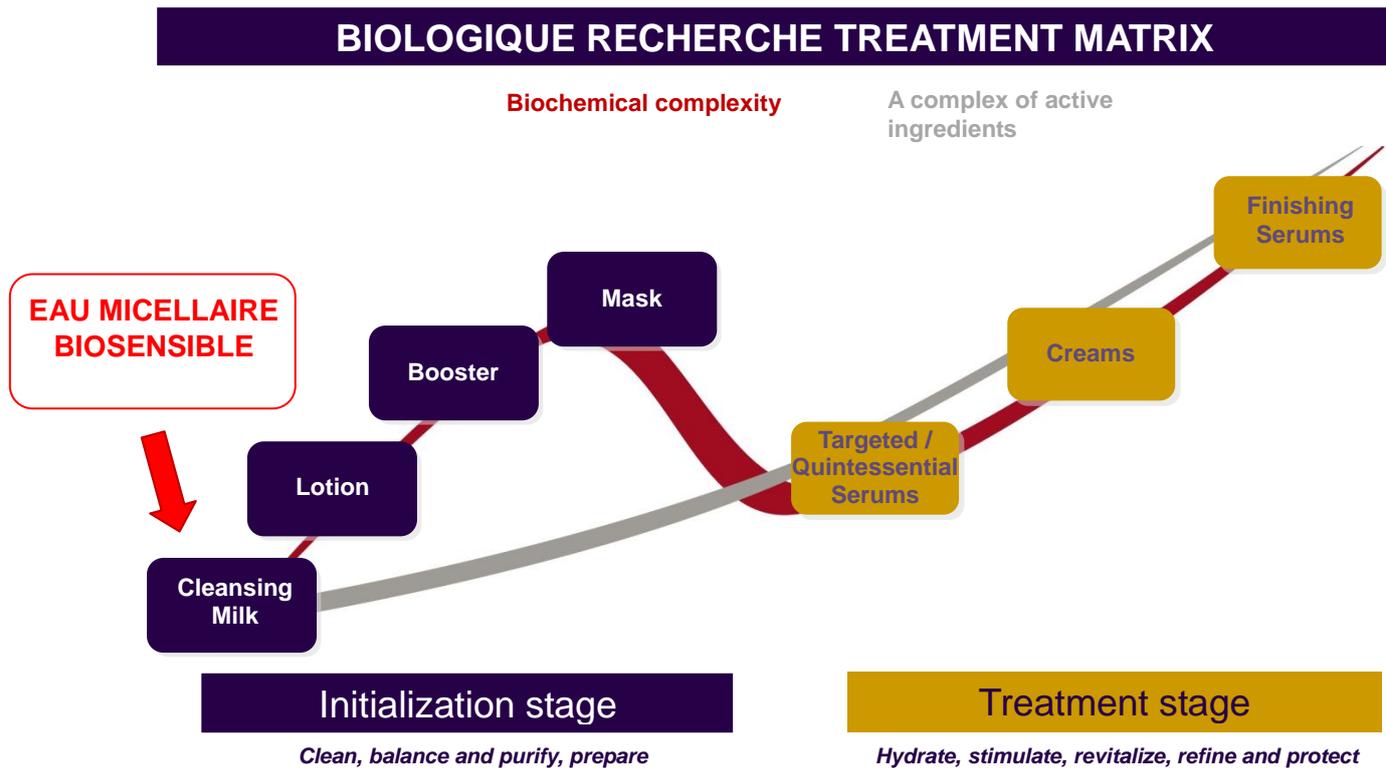


Diagram of the Biologique Recherche Face Care matrix:



3/ Benefits

- Instantly captures impurities and traces of makeup
- Soothes irritated skin
- Has a gentle formula (soap-free, alcohol-free, physiological pH, etc.) for maximum tolerance
- Respects the physiological balance and hydrolipidic film of sensitive skins
- Skin feels soft and comfortable
- Moisturizes the upper layers of the epidermis
- Tones epidermis
- No oily residue left on the skin

4/ The vectors of the formulation and the main active ingredients

MAIN ACTIVE INGREDIENTS: Derivative of Apple Juice, Extract of Rhamnase, Complex of aminoacids, Essential Oil of Peppermint (*mentha viridis*), Essential Oil of Grapefruit, Complex of Hyaluronic Acid and Rhizobium, plant-based Polysaccharide, Heteropolysaccharides and peptides derived from plants.

In addition to its makeup-removing function, the formulation of this treatment is three-pronged: a soothing vector, a hydrating vector and a toning vector.

1. Makeup-removing active ingredients

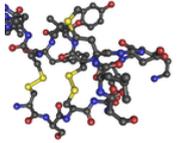
Derivative of Apple Juice

A fruit-based surfactant, derived from essential amino acids in apple juice, which cleans gently and fully maintains the integrity of the skin's barrier function.



Hereropolysaccharides and peptides derived from plants

This surfactant, obtained from wood sugar and a natural fatty acid, produces lasting hydration thanks to its emollient function. Its gentle base is ideal for sensitive and irritable skin.



2. Soothing active ingredients

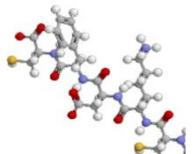
Extract of Rhamnose

This polysaccharide has a saccharine structure that is particularly rich in rhamnose. This is a protective acid: it alleviates skin inflammation by binding specifically to keratinocyte membrane receptors. It consequently limits the propagation of the inflammatory reaction due to skin aggression by various factors such as pollution, bacteria, chemical agents, etc. Its soothing properties make it an ingredient of choice for fragile and sensitive skin.



Complex of aminoacids

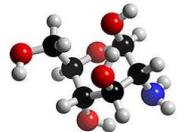
This is a hexapeptide dedicated to the treatment of sensitive or even allergic skins. It reduces the activity of the PAR 2 protease receptor which is directly involved in the release of inflammatory cytokines. These aminoacids act by limiting neurogenic inflammation, which also helps the reconstruction of the skin barrier. Last but not least, it provides immediate soothing and calms the tingling sensation induced by lactic acid.



3. Moisturizing active ingredients

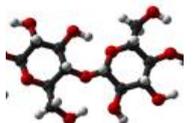
Hyaluronic Acid and Rhizobium Complex

This active ingredient consists of hyaluronic acid, a molecule naturally present in the dermis, and rhizobium, a symbiotic bacterium of sunflowers. Associating these two naturally-based polymers creates a supple and flexible protective film on the surface of the skin, which regulates perspiration. By its role as a water reservoir for restoring the skin's water needs, this complex actively encourages hydration and essential skin protection functions.



Plant-based polysaccharide

Obtained from sorbitol from maize and peptone from soya, this polysaccharide produces an immediate and prolonged hydrating action by forming a film on the surface of the skin. Its extra-gentle active base alleviates skin irritation and works in particular on weakened, sensitive and irritable skin.



4. Toning active ingredients

Essential Oil of Peppermint (*mentha viridis*)

Peppermint is one of the most famous medicinal plants of the Lamiaceae family. Peppermint is used for its refreshing, soothing, astringent, purifying and toning properties. Essential Oil of Peppermint, by its toning and refreshing action, tightens pores and restores radiance to dull, tired skin.



Essential Oil of Grapefruit

Taken for more than 4,000 years for its therapeutic qualities, grapefruit is one of the best purifiers for skin. Obtained by cold-pressing the zest, essential oil of grapefruit tones and purifies the skin as well as contracting and stimulating the tissues.



5/ Application

To the entire face, neck and décolleté.

At home: With a cotton pad dipped in Eau Micellaire Biosensible, clean the entire face, neck and cleavage. Repeat until all impurities and makeup are gone.

Cabin use: Start the treatment by applying a dose of Eau Micellaire Biosensible onto the entire face, neck and décolleté and gently massage. Do not rinse. Apply a small amount of Lait VIP O2 or Lait EV, according to the Instant Skin. Emulsify with Eau Micellaire Biosensible, with small circular movements. Remove with cotton moistened slightly. Repeat until the complete removal of impurities and makeup. Dry with a paper tissue.

Cautions: Avoid the immediate exposure to sun after the application of the product.

6/ Key selling points

- Instantly captures impurities and traces of makeup
- Soothes irritated skin
- Has a gentle formula (soap-free, alcohol-free, physiological pH, etc.) for maximum tolerance
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INCI List

Water (Aqua), Pentylene Glycol, PEG/PPG-8/3 Laurate, Sodium Gluconate, Butylene Glycol, Polysorbate 20, Sodium Cocoyl Apple Amino Acids, Phytic Acid, Phenoxyethanol, Xanthan Gum, Caprylyl Glycol, Biosaccharide Gum-2, Hydrolyzed Vegetable Protein, Ethylhexylglycerin, Citric Acid,

Disodium EDTA, Rhizobian Gum, Sodium Hyaluronate, Citrus Paradisi (Grapefruit) Peel Oil, Chlorphenesin, Pectin, Serine, Arginine, Proline, Mentha Viridis (Spearmint) Leaf Oil, Glucose, Acetyl Hexapeptide-49, Carrageenan (Chondrus Crispus), 3-Hexenol, Limonene.