



Sérum Erythros

Alleviates redness, soothes and protects against inflammation.

For sensitive Skin Instants® prone to rosacea.

Rosacea, in its ultimate complex form, also referred to as couperosis, results in an inflammation of the skin caused by disruption to the vasculature, in particular an increase in blood flow to the upper dermis. It appears as a permanent redness, especially on the convex areas of the face (cheeks, nose, forehead), where blood vessels are nearest to the surface, broader and more numerous than on the rest of the face.

More common in fair skin, rosacea affects 2% of the global population (10% in northern Europe). There are four types of rosacea, with varying degrees of severity. The most common form, **Erythematotelangiectatic rosacea**, presents stages with temporary redness in mild stages (after eating hot or spicy foods, a change in temperature or intense emotion) or with rashes in moderate stages. These are the result of disruption to the circulation and permanent dilation of the small vessels of the dermis. In its most severe stages, erythematotelangiectatic rosacea can cause the appearance of oedemas.

Genetics seems to play a big part in the appearance of redness and dilation of vessels, but certain endogenous or even environmental factors can also trigger or exacerbate the symptoms of rosacea: exposure to sun, exfoliating or perfumed cosmetic products, age, diet, smoking...

Numerous dermatological and dermo-cosmetic treatments have been developed to try to reduce redness and calm inflammation, such as pulsed dye laser (ablative laser) treatments for the most severe cases, but unfortunately, today, a complete cure is not yet conceivable.

The Biologique Recherche solution:

In response to the problem of erythematotelangiectatic rosacea in mild stage, Biologique Recherche is launching Sérum Erythros. A targeted serum that alleviates redness and reduces blood flow to the skin.



9 active ingredients: 3 complementary and synergistic actions

The **vegetable or biotechnological** active ingredients were selected for their action on extremely sensitive Skin Instants® prone to rosacea.

Sérum Erythros regulates the vasculature, reducing the formation of new vessels by 50 to 60% and the number of vessel branches by 80 to 90% (proven in vitro).

It visibly alleviates redness by increasing vasoconstriction and therefore fluid drainage.

Lastly, it strengthens the dermis, the tissue that supports the vessels, facilitating blood drainage.

Actions:

- Reduces blood flow to the skin
- Reduces the formation of new vessels (number, size and branches)
- Visibly alleviates redness
- Soothes and protects against inflammation
- Calms itching

Results:

- Redness is alleviated
- The surface signs of rosacea are reduced
- Skin is soothed and comfortable (*for 80% of the evaluation panel*)
- Itching and tingling are diminished (*for 71% of the evaluation panel*)

* Results of tests carried out on 21 people

Active ingredients inhibiting the formation of new vessels: Plant acid extract.

Soothing active ingredients: White tea leaf extract (*Camellia sinensis*), Niacin, Kudzu extract.

Active ingredients reducing blood flow to the skin in vitro: Black crowberry plant juice from Lapland, red algae extract *Porphyridium cruentum*, Arnica flower-based complex, Solomon's seal and cypress cones.

Salon use:

At the clinic:

Remove make-up then clean face with Eau Micellaire Biosensible. Apply a few drops of Sérum Erythros to the areas affected by rosacea until fully absorbed.

Products from the Biosensible range will accentuate the soothing effect of the serum. In case of hyper-seborrhoeic Skin Instant® (often the case with the appearance of rosacea), skincare products that control the flow of sebum should be used in conjunction.

The cooling effect of the Cold Mask is also beneficial in case of reactive inflammation.

Home use:

Clean face with Eau Micellaire Biosensible. You may wish to apply the Masque Biosensible or another mask suited to the Skin Instant®, rinse with very cold water then apply a few drops of Sérum Erythros to the areas affected by rosacea, using your fingertip, until fully absorbed.

Apply Crème Verte Espoir or Crème Dermopurifiante Biologique Recherche locally to the areas of redness then Emulsion Gel Biosensible to the whole face, neck and décolleté.

Avoid using P50 Lotions likely to cause redness on the areas affected by rosacea.

During use protect skin against factors that aggravate rosacea: exposure to sun, wind and hot baths.

Avoid contact with eyes.

Do not use on children under 3 years.

Formats:

Public Format: 15ml self-dispenser bottle

Professional Format: 30ml self-dispenser bottle

On sale:

March 2014