



Crème R-STRIA & Crème B-STRIA

Soften the appearance of red and white stretch marks

Skin Instants[®] presenting stretch marks

Stretch marks, also known as *striae distensae*, are very common, affecting 40 to 50% of the young population and nearly 80% of women. They are more common in fair, delicate, fragile skin types than dark skin types. These unsightly grooves are the result of a weakening of the elastic support fibres, caused by a rapid or brutal distension of the skin. When stretched beyond their elasticity limit, the deep collagen and elastin fibres break.

There are two types of stretch marks, which are very different in nature and consecutive: red stretch marks at the inflammatory stage, followed by established white stretch marks. Once established, these linear grooves, 1mm to 1cm in width and a few millimetres to several centimetres in length, fade. The dermal fibres become rigid around the lesion, causing an atrophic scar and giving the mature stretch mark its definitive pearly white colour.

There are several causes for the appearance of stretch marks: family history causes a predisposition to constitutional delicacy of the connective tissue. Hormonal disorders linked to puberty, pregnancy, stress, endocrine pathologies and cortisone treatments also play a major role in the appearance of stretch marks. This is because the increase in the secretion of corticoids and their high concentration blocks fibroblasts, thus reducing the production of collagen.

Other causes for brutal stretching of the skin, such as gaining or losing weight quickly, very fast growth and even the intensive practicing of high-level sport, can result in the formation of these unsightly grooves.

The Biologique Recherche response

For the first time in cosmetics and in response to problems relating to Skin Instants[®] presenting stretch marks at their various stages, Biologique Recherche has developed two specific answers: Crème R-STRIA, for red inflammatory stretch marks, and Crème B-STRIA, for established white scar tissue stretch marks.



Crème R-STRIA

Reduce inflammation and repair dermal fibres

When subjected to undue tension, dermal fibroblasts emit signals to the leucocytes (white blood cells) by synthesising pro-inflammatory messengers. The latter cause the release of enzymes, elastase or collagenase, responsible for the degradation of the extracellular matrix. The elastic fibres are stretched, thinned and dispersed through the dermis. It is this inflammatory reaction in the dermis that gives fresh stretch marks their purplish-red colour.

The soothing properties of the polysaccharide rich in rhamnose, which attaches to the membrane receptors of the keratinocytes, alleviate skin inflammation prior to the formation of white stretch marks. In addition, black crowberry juice improves firmness and skin microcirculation.

Lastly, thanks to the synergy of the active ingredients in the complex, Crème R-STRIA stimulates the synthesis of collagen and elastin fibres, which support the dermis while inhibiting the fibre-destroying proteolytic enzymes. The presence of *serenoa serrulata* (saw palmetto) oil extract enables optimal 3D dermal fibre organisation and therefore better healing.

Actions:

- Soothes inflammatory stretch marks
- Tones and firms the epidermis
- Refines and smooths the skin's texture
- Stimulates dermal reconstruction
- Prevents the formation of stretch marks

Results:

- Calms and relieves feelings of stretching
- Visibly reduces the depth and width of stretch mark grooves
- Improves the bumpy appearance of skin

Actives contributing to the synthesis of collagen and elastin: Bean Extract, Rutin Extract and Biomimetic Peptides

Actives optimising the reorganisation of dermal fibres: Serenoa Serrulata Oil Extract

Toning actives: Black Crowberry Juice

Soothing actives: Black Crowberry Juice and Polysaccharide rich in Rhamnose

Actives activating skin microcirculation: Arnica flower-based Complex, Solomon's Seal and Cypress Cones

Directions for use at the salon and at home:

For the attack phase of the anti-stretch mark treatment, salon treatment is recommended. Ideally followed by a two month course of treatment at home.

At the salon:

After a Gel d'Algues wrap, apply Sérum Matriciel then Crème R-STRIA, using a slimming massaging motion over the areas to be treated (waist, hips, breasts, stomach, thighs, buttocks). This treatment can be combined with the application of a blend of Crème Réparatrice and Emulsion Originelle Régénérante Corps.

At home, one or two month course of treatment:

Apply Crème R-STRIA in the morning and evening to the areas to be treated, using a gentle smoothing or massaging motions in ascending direction. Its formula is quickly absorbed so you can get dressed directly after application.

Avoid contact with the eyes and mucous membranes.

Format:

Public format: 200 ml tube

Professional format: 500 ml pot

On sale: June 2015

treatment stage

Crème B-Stria

An innovative treatment to enhance dermal components and stimulate epidermal renewal

When dermal fibres become rigid around the lesion, the established white stretch mark forms a small depression in the surface of the skin. The dermis loses 50% of its thickness, collagen bundles are atrophied and fibroblasts are no longer active.

The synergetic alliance of two endogenous biomimetic peptides in Crème B-STRIA formula makes it possible to reorganise the dermal fibres and therefore dermal thickness, by naturally stimulating the synthesis of collagen (+102%), fibronectin (+164%) and hyaluronic acid (+179%) in the skin.

At the same time, the presence of salicylic acid exfoliates and stimulates keratinocyte regeneration and the repairing action of *onopordum acanthium* extract accelerates the epidermal renewal process.

Actions:

- Accelerates the epidermal renewal process
- Stimulates epidermal repair and healing
- Stimulates the synthesis of the dermal matrix

Results:

- Reduces the appearance of white stretch marks
- Refines the skin's texture
- Tones and firms the epidermis
- Improves the skin's microrelief

Dermal reconstruction active: Biomimetic bi-peptide

Active activating dermal fibre synthesis: Biotechnological Peptide from hepatocyte growth factor

Repairing and toning active: Biomimetic bi-peptide

Epidermal renewal actives: Salicylic Acid and Onopordum Acanthium Extract

Directions for use at the salon and at home:

For the attack phase of the anti-stretch mark treatment, salon treatment is recommended. Ideally followed by a two month course of treatment at home.

At the salon:

After application of Gommage Corps P50 or Lotion P50, apply Sérum Matriciel then use a slimming massaging motion to apply Crème B-STRIA and the massage glove on the areas to be treated (waist, hips, breasts, stomach, thighs, buttocks). This treatment can be combined with the application of a blend of Crème Réparatrice and Emulsion Originelle Régénérante Corps.

At home, one or two month course of treatment:

Apply Crème B-STRIA in the morning and evening to the areas to be treated, using a gentle smoothing or massaging motion in ascending direction, using the massage glove as appropriate. The nourishing formula of Crème B-STRIA permits a deep massaging motion, which promotes the activity of the treatment.

Avoid contact with the eyes and mucous membranes.

Format:

Public format: 200 ml pot

Professional format: 50 Oml pot

On sale: June 2015

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