



# Serum 3R

**3R = Renovate, Regenerate and Repair**

## Devitalized and/or mature Skin Instants®

Natural age-related changes in the skin begin to appear after the age of 25. Dry skin, deeper wrinkles, loss of firmness and tone, heightened sensitivity and redness, and uneven skin thickness are all signs of aging. Thinner and less resistant than that of the body, facial skin is also more exposed to external aggression, sunlight, wind, cold and pollution, and is subject to repetitive muscle contractions caused by facial expressions. The force of gravity causes our facial muscle structure to droop, further accentuating the sagging of our facial and neck contours. Facial skin is the first to show the more-visible signs of maturity.

Although the quality of our skin is partly determined by our genetic heritage, natural aging also results in deep intercellular changes, altering tissue cohesion and inter-cell exchanges.

These profound structural and functional changes reveal themselves at the epidermal, dermal and muscular level. Biochemical changes at cellular and even molecular scale become evident as visible morphological changes (facial ptosis, redness, deep wrinkles, etc.). Much more insidious changes aggravated by the overall inadequate ability of our epidermal barrier to defend itself with its now-deficient armor, are harder to spot. Their consequences definitely go beyond the esthetic problems of aging.

At epidermal level, the slowing of natural exfoliation, the overall deficiency in structuring phospholipids and the impoverishment of the hydrolipidic film weakening the epidermis and its barrier function all become evident. The consequences include heightened sensitivity, dehydration, reduced epidermal immune response, weakening of the dermal-epidermal junction, change in the skin's microbial ecology, etc...

At dermal level, the fibroblasts that produce collagen and elastin are gradually reduced in number causing tissue slackening. Less efficient cytokines no longer boost collagen production. Collagen and elastin fibers become rigid (through glycation) and can no longer play their maintenance role. Glycosaminoglycan synthesis slows down, resulting in less water retention in the dermis, which means poorer skin firmness and tone.

## The Biologique Recherche response:

In response to the specific problems of devitalized and/or mature Skin Instants®, Biologique Recherche is launching Serum 3R, a combination of 12 powerful active ingredients targeting certain deficiencies and their consequences for premature skin aging.



## A concentration of active ingredients to fight various deficiencies and signs of premature aging

Serum 3R summarizes our preventive and corrective approach, expressing Biologique Recherche's conviction that respectful and methodological treatment will stimulate the skin's intrinsic repair potential.

Its exfoliating action permits better cell regeneration, its antioxidant agents fight free radicals while its firming agents act to retighten facial skin. Lastly, anti-inflammatory agents repair the immune function which deteriorates over time, while its active ingredients which are rich in hydrating agents (and encourage the natural synthesis of lipids) rebuild the hydrolipidic barrier which starts to become deficient after the age of 40.

An actor in epidermal reconditioning, Serum 3R restores and keeps the epidermis fully functional performing its protective functions and expressing its formidable potential for self-regeneration relayed all the way to the deepest layers of the skin.

### Actions:

- Exfoliates the epidermis
- Stimulates cellular antioxidant defenses and repairs DNA
- Restructures and firms the epidermis
- Soothes irritation and inflammation
- Contributes to improving the hydrolipidic film
- Promotes the growth of saprophytic flora to the detriment of pathogenic flora

### Results:

- Bright, uniform skin with regained youthfulness and freshness
- The grain of the skin is refined, with a uniform and glowing complexion
- Protected, less sensitive skin

**Exfoliating active ingredients:** Sodium Salicylate, Lactobionic Acid, Powdered Bark of White Willow

**Antioxidant active ingredients:** Cranberry Extract, Antioxidant tripeptide, Nut Extract

**Firming active ingredients:** Complex based on Elderberry, Chestnut and Almond flowers, Oligosaccharides from Nopal

**Anti-inflammatory active ingredients:** Skin-protective sugar, Rhamnose-rich Polysaccharides

**Hydrolipidic film reconditioning active ingredients:** Barbary Fig Extract, Pichia Anomala Extract

### Direction for use at the salon and at home:

#### At the salon:

At the first sign of wrinkles, or for devitalized Skin Instants®, Serum 3R is applied before the cream in order to allow the serum to exert its exfoliating power and deepen the penetration of the active agents. It can be used alone or in combination with Biologique Recherche Quintessential Serums depending on the Skin Instant®, globally or topically. For an immediate glowing and longer-term effect on the reconstitution of a healthy and radiant epidermis, Serum 3R can be used in conjunction with Remodeling Face® methodology.

#### At home:

As a three-month course (three epidermal cycles), apply a few drops of Serum 3R to the entire face, neck and cleavage after using the recommended milk and lotion and before applying the day or night cream.

### Versions:

Retail Version: 8 ml bottle and 30 ml pump bottle

Professional Version: 125 ml bottle

### Availability for sale:

Spring 2013