

## NAOS, a French pioneer in active dermocosmetics since 1977

### NAOS, EXPERTISE DEDICATED TO SKINCARE

Founded by pharmacist-biologist Jean-Noël Thorel, NAOS is an independent French company behind the brands **BIODERMA**, **INSTITUT ESTHEDERM**, and **ETAT PUR**.

### A RECOGNIZED SCIENTIFIC INNOVATION

With over **70 patents**, NAOS has established itself as a **major player in the cosmetics industry**, thanks to pioneering innovations, including the **invention of micellar water in 1995**, a revolutionary technology for sensitive skin.

### AN INTERNATIONAL PRESENCE

Today, NAOS is present in **more than 100 countries worldwide**.

## The complementary expertise of NAOS' 3 brands

NAOS Laboratories support every skin in its evolution through the synergy of its three expert brands in skin aging:

**BIODERMA**, a dermatological laboratory, preserves skin health and balance to help prevent aging across all skin types: sensitive, acne-prone, dehydrated...

**INSTITUT ESTHEDERM**, a specialist in aesthetics and cellular youth, develops premium treatments that correct signs of aging, inspired by the latest scientific advancements.

**ETAT PUR** offers targeted care that provides the skin with exactly what it needs, whatever its nature, color, or age.

By combining these expertises, NAOS offers a tailored and evolving approach that supports the skin over time and throughout the visible signs of aging.

# AGING SCIENCE

by  N A O S

A unique and personalized aging expertise to make your skin a true reflection of yourself

Time  Biology  
determines the  
age of your skin.



N A O S

THE FOUNDING COMPANY OF

**BIODERMA**  
LABORATOIRE DERMATOLOGIQUE

INSTITUT  
**ESTHEDERM**  
PARIS

état pur

## Supporting the skin means revealing its beauty at every age

For over 40 years, NAOS has pioneered a singular approach: *Ecobiology*.

Ecobiology views the skin as a **living ecosystem**, constantly interacting with its environment. Rather than over-treating or over-protecting it, we strengthen its natural mechanisms to help it adapt, defend itself, and regenerate sustainably.

Some see the skin as a mere reflection of time passing; others view aging as a fatality.

At NAOS, we know it is much more than that — *it reflects who we are*.

This belief inspired the creation of "AGING SCIENCE by NAOS": *an ecobiological approach to the science of aging, offering solutions that are both targeted and effective*.

## A scientific approach to skin aging

"AGING SCIENCE by NAOS" offers a unique approach to support the skin over time.

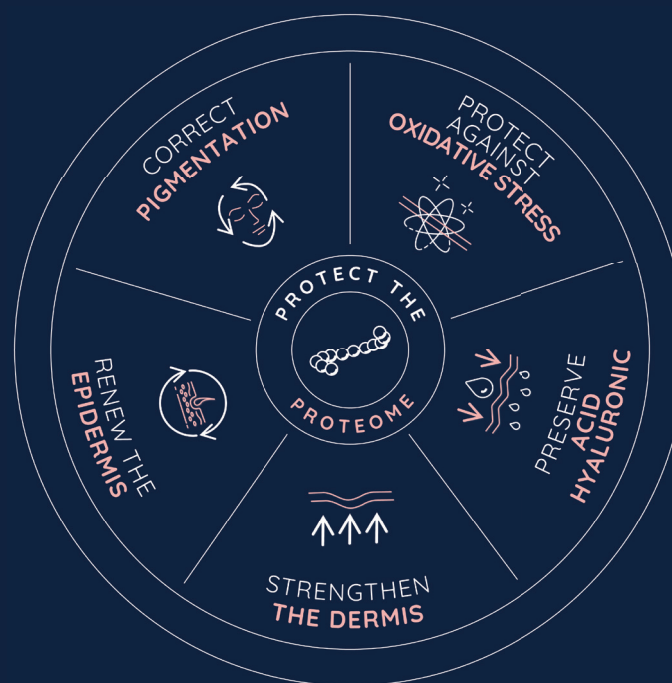
By preserving its balance and stimulating its natural mechanisms, we help slow the appearance of visible signs of skin aging.

Because the skin should reflect its health, not the passage of time. Supporting it effectively means revealing its beauty at every age.

## Learn to understand your skin and find the solution that suits you!

Skin aging is a **natural process** influenced by **age, environment, and hormonal variations**. There is no miracle ingredient or product that can erase the signs of time. Only a scientific understanding of **biological mechanisms** allows us to act in a **targeted and effective** way.

THERE ARE 5 ESSENTIAL, SCIENTIFICALLY RECOGNIZED MECHANISMS that influence skin evolution, along with a new pathway identified by NAOS: **proteome protection**.



### EACH PERSON HAS UNIQUE SKIN NEEDS.

A **targeted approach** is more effective in slowing or correcting the signs of aging. That's why **NAOS Laboratories** help activate **only the biological mechanisms your skin truly needs**, to offer you **personalized and effective skincare solutions**.



### PROTECTION AGAINST OXIDATIVE STRESS

UV rays and pollution accelerate skin aging by generating oxidative stress, which leads to wrinkles and a dull complexion. Antioxidants help preserve the skin's radiance and vitality.



### EPIDERMAL REGENERATION

With age, cell renewal slows down, making the skin appear dull. Stimulating this process helps even out and brighten the complexion.



### STRENGTHENING THE DERMIS

The decline of collagen and elastin leads to skin sagging and the appearance of wrinkles. Supporting the dermis helps maintain firmness and density.



### HYALURONIC ACID PATHWAY

Essential for skin hydration and plumpness, hyaluronic acid levels decrease with age. Stimulating it helps keep the skin supple and hydrated.



### PIGMENTATION CORRECTION

An imbalance in melanin causes dark spots and an uneven complexion. Regulating this process helps restore an even and radiant skin tone.



### PROTEOME PROTECTION: a NAOS discovery

Research by NAOS and Professor Miroslav Radman identified the proteome as a 6th key pathway. Preserving these essential proteins helps slow down skin aging.



### VISIT OUR WEBSITE

For more information & expert advice on how to support your skin as it ages, **scan this QR CODE**.