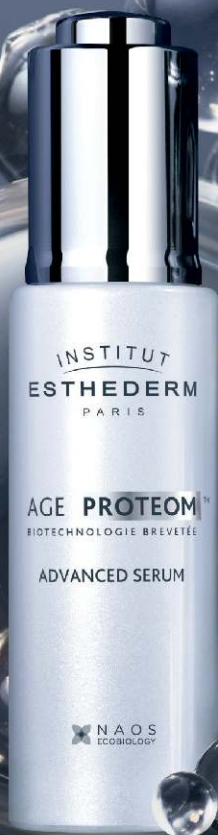


INSTITUT  
ESTHEDERM  
PARIS

# THE LONGEVITY SERUM

NEW CLINICAL  
EVIDENCE



# AGE PROTEOM™

NAOS  
ECOBIOLOGY

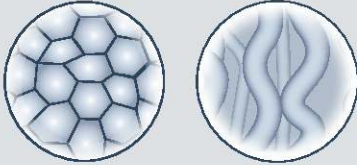
40 YEARS OF RESEARCH ON LONGEVITY

# MAJOR SCIENTIFIC DISCOVERY

PROTEOME PROTECTION IS KEY TO LONGEVITY

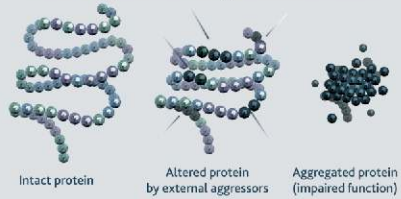
## ALTERATION OF THE PROTEOME: THE ROOT CAUSE OF SKIN AGING

THE CUTANEOUS PROTEOME  
= ALL SKIN PROTEINS  
1<sup>st</sup> constituent of the skin after water



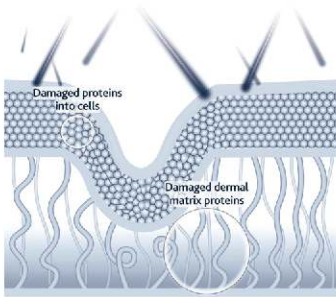
STRUCTURAL  
OR FUNCTIONAL ROLE

CARBONYLATION OF PROTEINS  
most frequent form of protein oxidation



3D STRUCTURE DAMAGED  
→ LOSS OF FUNCTION

## CARBONYLATION CONSEQUENCES ON SKIN



**Stratum corneum**

▶ Dehydration

**Epidermis**

▶ Alteration of brightness  
▶ Loss of complexion homogeneity

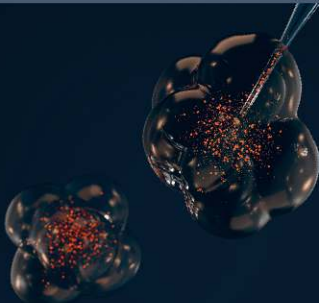
**Dermis**

▶ Dermal matrix alteration  
▶ Loss of density, loss of firmness, wrinkles

PROTECTING  
THE PROTEOME  
HELPS  
PRESERVE SKIN  
YOUTHFULNESS

## NAOS ADVANCED RESEARCH DISCOVERY

NAOS INNOVATION : AGE PROTEOM™ PATENTED  
BIOTECHNOLOGY PROTECTS THE PROTEOME



### BACTERIORUBERINS

Powerful molecules extracted from *Arthobacter Agilis*, an extremophilic microorganism identified into snowflakes.

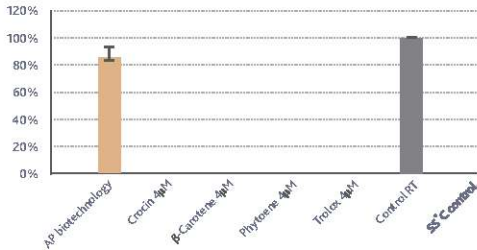
UNIQUE mode of action for protein protection:

**CHAPERONE-LIKE  
ANTIOXIDANT**

# AGE PROTEOM™ PATENTED BIOTECHNOLOGY : PROTEOME PROTECTION ACTIVE INGREDIENT

BEYOND A SUPER-ANTIOXIDANT :  
A UNIQUE ANTIOXIDANT CHAPERONE-LIKE MECHANISM

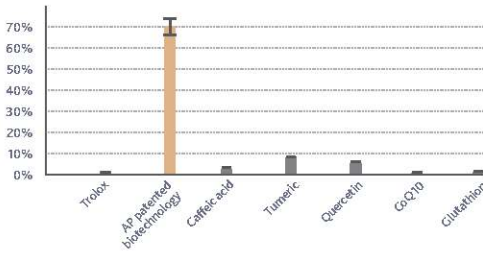
## 1 PHYSICAL SHIELD : CHAPERONE-LIKE ACTIVITY Specific protection of proteins



PROTEINS' 3D  
STRUCTURE PROTECTION

AP-Heat test / uses heat to destabilize the alkaline phosphatase protein (AP) (specific chaperone effect test).

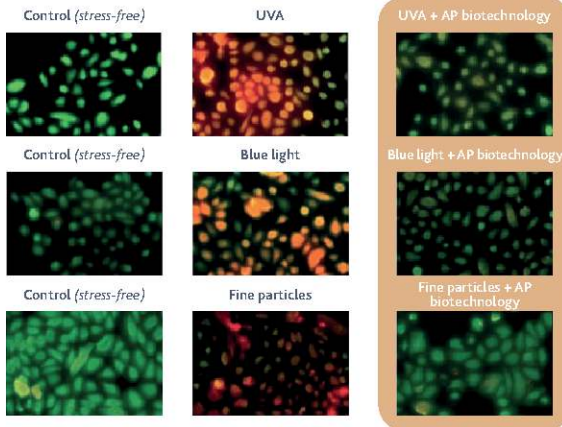
## 2 BIOLOGICAL SHIELD : SUPERIOR ANTIOXIDANT EFFICACY to reference molecules



ANTIOXIDANT EFFICACY  
SIGNIFICANTLY HIGHER  
than other reference antioxidants  
tested.

APox test / uses the activity of alkaline phosphatase (AP) as a marker of protein protection against oxidative stress. The more significant AP activity is, the higher the protection against free radicals.

## PROTECTION OF PROTEINS AGAINST CARBONYLATION Caused by UVA Rays, blue light and particulate pollution



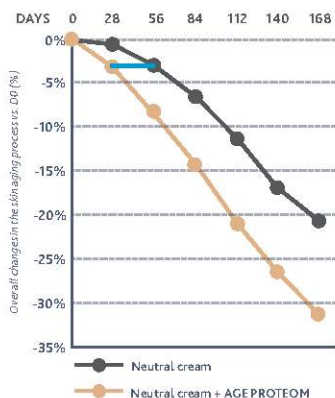
*In vitro* test on normal human epidermal keratinocytes (NHEK) cultured before being brought into contact (or not) with the active ingredient, and then subjected to stresses (UVA, blue light or fine particles).

# AGE PROTEOM™ ADVANCED SERUM

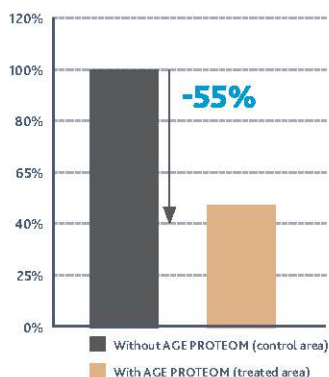
CLINICALLY PROVEN EFFICACY

6 MONTHS HEMI FACE CLINICAL TRIAL VERSUS PLACEBO <sup>(1)</sup>

INCREASED EFFICACY MONTH BY MONTH <sup>(1)</sup>



SKIN AGES TWICE SLOWER <sup>(2)</sup>



## SUSTAINABLE REDUCTION ON SIGNS ON AGING



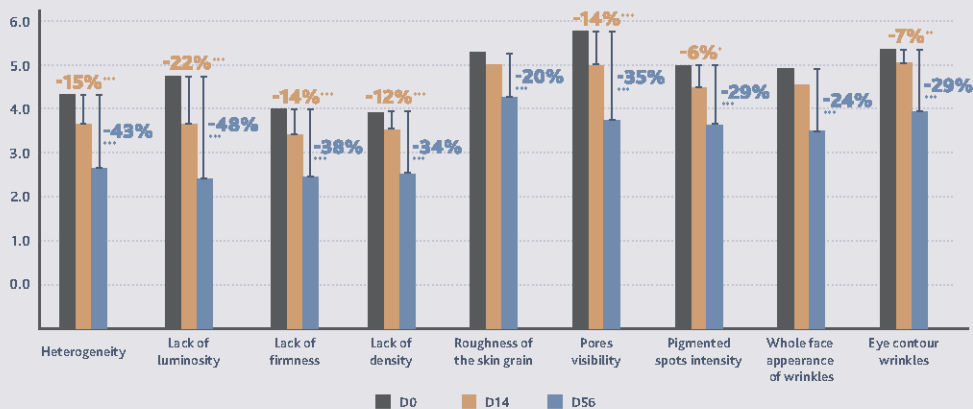
<sup>(1)</sup>Clinical test (scoring), 55 volunteers aged 42 to 65, stressful lifestyle, showing signs of fatigue & pigmentation disorders. Twice-daily application (morning & evening) for 6 months. Randomized application onto one half of the face: on one side Age Proteom™ + neutral cream (treated area), on the other neutral cream alone (control area).  
<sup>(2)</sup>Average improvement of aging signs after 1 month of twice daily use of Age Proteom™ serum + neutral cream (treated zone) compared to 2 months of twice daily use of neutral cream alone (control zone). 55 volunteers from 42 to 65 years old. <sup>(3)</sup>162 Caucasian women, aged 42 to 65, phototypes II to IV, all skin types, urban environment, signs of fatigue (wrinkles, fine lines and/or dark circles and/or puffiness) and pigmentation disorders (dark spots, uneven complexion). 8 volunteers are smokers.

# AGE PROTEOM™ ADVANCED SERUM

A PROVEN EFFICACY ON ALL AGING PARAMETERS

NEW PHASE IV MULTICENTRIC CLINICAL TRIAL

A clinically **proven efficacy** visible from 14 days<sup>(1)</sup> on 7 aging parameters and on all aging parameters from 2 months



Clinical scores evolution after 2 months

Scale : 0 = absence; 9 = very marked, \* p<0.05; \*\*p<0.01 and \*\*\*p<0.001, Wilcoxon test



## TEST METHODOLOGY

Conducted in **4 countries** with over **25 dermatologists**, for a total of **91 patients**, this multicentric, multi-ethnic, non-comparative 2-months clinical study included

4 follow-up visits:

- Day 0 - baseline,
- Day 14 - 2 weeks,
- Day 28 - 1 month,
- Day 56 - 2 months

## 30ML PUMP BOTTLE

Auto-fill pipette

Fast-absorbing milk-serum,

2x daily application (morning and evening), face and neck.

**TOLERANCE** : Excellent

97% of volunteers (Caucasian + Asian)

<sup>(1)</sup> Clinical scoring by dermatologists on signs of aging, 91 volunteers, from 27 to 68 years old, all skin types, after twice daily application for 14 days.