

INSTITUT ESTHEDERM CELLULAR WATER

OXIDATIVE STRESS IN SKIN

80% OF SKIN AGING IS DUE TO
EXTERNAL FACTORS

At a cell level, oxidative stress causes:

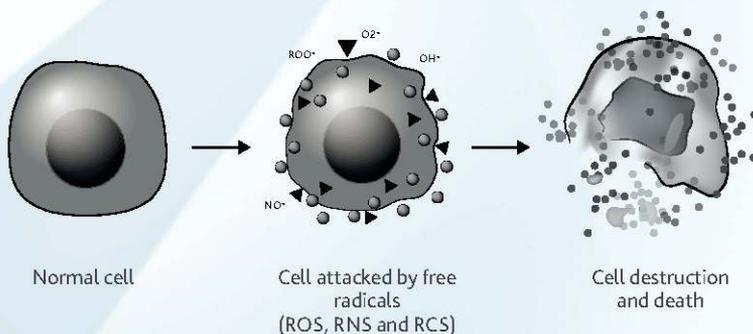
Lipids and
proteins
peroxydation

Decreased
cell integrity

Weakened
metabolism

Chronic
inflammation

Example of a cell attacked by free radicals:



A BIOMIMETIC AND ISOTONIC WATER

Institut Esthederm developed a highly-defined water with specific bioelectronics parameters that mimic the physiological liquids of human organisms.

Cellular Water recreates an ideal environment for cells survival and protects cells from aggressions, thanks to its broad spectrum antioxidant power.

CELLULAR WATER MIST

AS POWERFUL AS A SERUM

A patented water, to use before any other skincare.

Boosts hydration power of all skincare, strengthens antioxidant systems, energizes, soothes and preserves skin's microbiome quality and biodiversity.

CERTIFIED
SAFETY AFTER
PROCEDURE*



HYDRA BOOSTER

Boosts hydration capacity of skincare products
Enriched in hyaluronic acid

ANTIOXIDANT

Provides antioxidant broad spectrum protection

ENERGIZING

Provides cells with energy
Relaunches ATP synthesis systems

SOOTHING

Reduces redness

SKIN MICROBIOME EXPERTISE

Preserves skin's microbiome quality and biodiversity, to maintain skin's defense capacity

After cleansing and before applying any other skincare product, spray Cellular Water Mist over the entire face and pat gently for absorption by the skin.

* Certificate of tolerance post act (laser)

INSTITUT ESTHEDERM is a NAOS brand. www.naos.com

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EAU
CELLULAIRE
BRUME - MIST

Effet hydra booster
Action antioxydante
Energisante

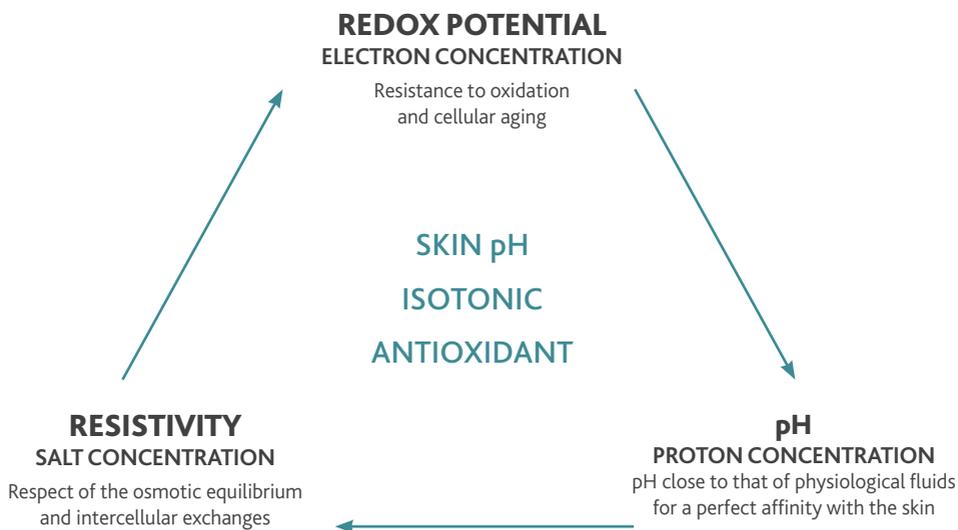
Hydra booster effect
Antioxidant action
Energizing

CELLULAR WATER MIST

HYDRA-BOOSTER
ANTIOXIDANT, ENERGIZING

CELLULAR WATER PATENT

AN OPTIMAL ENVIRONMENT FOR CELLS



A highly defined water with bioelectronic characteristics
in perfect affinity with cutaneous cellular life.

+

HYALURONIC ACID

LOW MOLECULAR WEIGHT

Durably hydrates

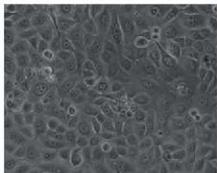
Firms the skin

PROVEN EFFICACY

IN VITRO CELL VIABILITY TESTS*

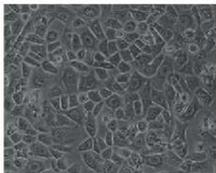
Optimizes cell viability

KBM
(ideal environment for cells)



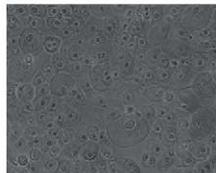
VIABILITY
100%

CELLULAR
WATER MIST



VIABILITY
88%

THERMAL
WATER

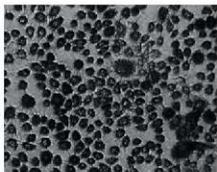


VIABILITY
8.5%

IN VITRO VITALITY TESTS**

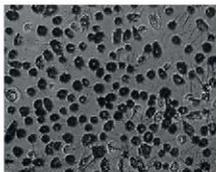
Preserves and optimizes cell metabolism

KBM
(ideal environment for cells)



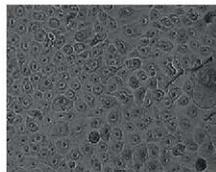
VITALITY
100%

CELLULAR
WATER MIST



VITALITY
76%

THERMAL
WATER



VITALITY
12%

IN VITRO ANTI FREE RADICAL TESTS***

A broad spectrum protection against different types of reactive species:

REACTIVE NITROGEN
SPECIES (RNS)

51%



REACTIVE CARBONYL
SPECIES (RCS)

80%



REACTIVE OXYGEN
SPECIES (ROS)

80%



GLOBAL ANTIOXIDANT PROTECTION: 95.7%

* Observation of keratinocytes morphology and quantification of cell viability by MTT assay after 6h of contact with different types of water. ** Observation of the mitochondrial activity of keratinocytes and quantification of the formation of formazan crystals after 6h of contact with different types of water. *** In tube tests. RNS: peroxy nitrite inhibition test on 3 mixed active ingredients (hypotaufine, carnosine, citric acid). RCS: hydroperoxide inhibition test on carnosine. ROS: ferrozine test on carnosine. Global antioxidant protection: ferrozine test on Cellular water mist.

PROVEN EFFICACY

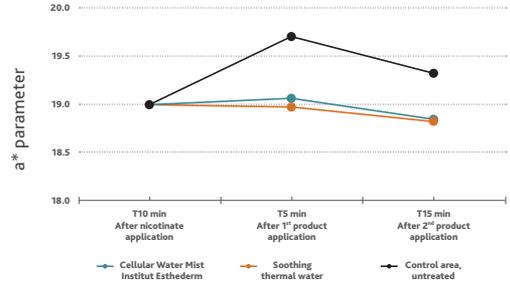
IN VIVO HYDRATION TEST⁽¹⁾

Cellular Water Mist boosts skincare hydration by 18%



IN VIVO SOOTHING TEST⁽²⁾

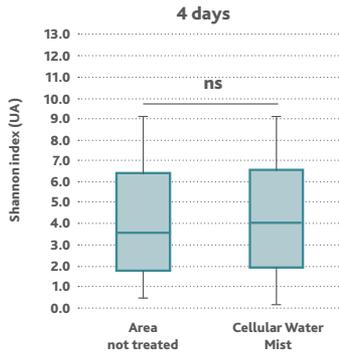
Cellular Water Mist reduces redness



The a* parameter reflects skin redness

IN VIVO MICROBIOME TEST⁽³⁾

Cellular Water Mist preserves skin's microbiome quality & biodiversity



Stability of bacterial diversity index after 4 days of daily application of Cellular Water Mist (Shannon index)⁽³⁾

USE TEST

After 28 days⁽⁴⁾

88%
SMOOTH SKIN

81%
RE-ENERGIZED SKIN

77%
IMMEDIATELY
HYDRATED SKIN

⁽¹⁾ Clinical test (corneometry) on 10 women with dry or dehydrated skin. ⁽²⁾ Clinical test (colorimetry) on 11 women after 1 then 2 applications of Cellular Water Mist. ⁽³⁾ In vivo evaluation (metagenomic analysis) on 10 healthy volunteers after 4 days. ⁽⁴⁾ Use test on 53 women after 28 days.