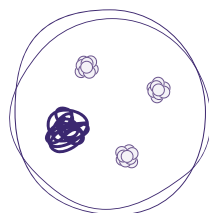


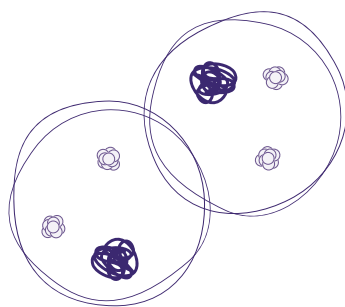
# THE HITS COLLECTION

27 NAOLYS BEST SELLERS WITH IN-VITRO AND CLINICAL STUDIES

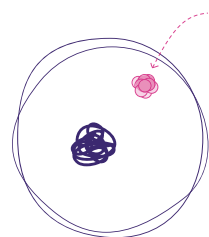
∞



CLASSIC CELLS



SISTER CELLS



SHELLS

## NAOLYS ACTIVE INGREDIENTS proven effectiveness

*For over two decades, the French biotech company Naolys has been a pioneering force in the biotechnology-based plant cell industry, developing high-performing ingredients that not only benefit the skin but also prioritize environmental sustainability. These ingredients consist of whole active plant cells developed from plants that may be rare, or that have well-known or sometimes even legendary properties, from all over the world.*

### Naolys offers three types of product

#### **ACTIVE PLANT CELLS:**

##### **CLASSIC**

Cells from one plant species or from a combination of two different plant species (blend).

##### **SISTER CELLS**

Combination of two cell strains from the same plant. Enhanced activity through the complementarity of molecules synthesized by the cells.

##### **ACTIVE PLANT SHELLS:**

##### **SHELLS**

Cells enhanced with a molecule not naturally synthesized within the species' metabolic process.

### *In vitro* and *in vivo* tests

At the heart of Naolys' innovation lies its patented plant cell culture techniques. Unlike mere extracts, Naolys products consist of whole plant cells that exclusively contain the natural compounds and components produced by the plants. These molecules are not only respectful of the environment but also fully assimilable by the skin, a fact consistently proven through rigorous efficacy and safety testing. To guarantee the validity of these tests, Naolys uses groups of volunteers that are carefully selected, and creates or selects protocols depending on the claims that are to be proven. These always follow our natural routines or skin cycles (8/24 hours - night/day - 28/56 days, etc.). Naolys products are always incorporated into neutral bases.

### Minimum possible concentration

To highlight the effectiveness of its products, Naolys always uses the minimum possible concentration. 0.5% for the liquid form, and 0.1% for the powder form. In this way, it is possible to use the results of these tests in your presentations of finished products, provided of course that the concentration of the Naolys ingredient in your products is the same as that used in our tests.

### Clinical trials

For each product that has undergone *in vivo* testing, the full report of the clinical trials with their protocol is available on request, in English.



NAOLYS ACTIVE INGREDIENTS  
numerous claims

*Every year since 2008, Naolys has launched one or two products accompanied by clinical trials in one of its Classics, Sisters or Shells ranges. Naolys currently offers 27 products, each of which satisfies one of 13 basic cosmetic claims; some satisfy several claims.*

With 70+ native plant cells, Naolys' ingredients are versatile, fitting seamlessly into any beauty product, from facial care and makeup to hair care and body care.

- Anti wrinkle
- Improving the eye contour
- Brightening
- Radiance
- Soothing
- Moisturizing
- Mattifying
- Refining
- Tone enhancer
- Slimming
- Improving oily appearance of scalp and hair
- Repairing and restoring to shine to hair
- Reducing redness



NAOLYS ACTIVE INGREDIENTS  
for all skin types

*All Naolys products comply with European regulations: their safety is verified by toxicity and security tests that are recognized and approved in Europe.*

Naolys' active ingredients are 100% pure, 100% plant-based, non-allergenic and free from preservatives, pesticides, thickeners, and pollutants. They are suitable for all types of skin, including sensitive skin.



Naolys, for effective, safe cosmetics.

## Anti wrinkle

[ PAGE 10 ]

**InnerRenewal** [CC+AA]

*Anti wrinkle / Regenerating*

**Optimum Life** Angelica

*Anti wrinkle / Firming*

**MReload** Sequoia

*Anti wrinkle / Moisturizing*

**PowerExtension** [HSB+R]

*Anti wrinkle / Energizing*

**All Even** Sweet iris

*Anti wrinkle / Firming*

**StandStill** Rose from Damas

*Anti wrinkle / Firming*

**Inside Heart** Egyptian blue lily

*Anti wrinkle / Antioxidant*

**Foreseen** Shield Nopal

*Anti wrinkle / Anti photo ageing*

## Brightening

[ PAGE 18 ]

**Inside Light** Poet's narcissus

*Brightening / Anti spots*

**Bright Light** Madonna lily

*Brightening / Regenerating*

## Radiance

[ PAGE 20 ]

**Serene Skin** Sage

*Radiance / Balancing protection*

**Unwind** Sacred lotus

*Radiance / Relaxing*

**Smooth Lightening** White rose

*Radiance / Anti pollution*

**OvernightEnhance** [MJ+C]

*Radiance / Energizing*

**LightWaves** Defense [JS+M]

*Radiance / Light radiation protection*

## Eye contour

[ PAGE 25 ]

**InitialE** [PT+TMG]

*Anti wrinkle / Anti circle / Anti puffiness*

## Soothing

[ PAGE 26 ]

**Soothing Light** Apple tree

*Soothing / Anti redness*

## Moisturizing

[ PAGE 27 ]

**HydraSourcing** [AM+PS]

*Hydrating / Protecting*

**HydraGeneration** Papyrus

*Hydrating / Regenerating*

**HydraGeneration** Pale rose

*Hydrating / Regenerating*

## Mattifying

[ PAGE 30 ]

**Pure Light** Chinese peony

*Mattifying / Moisturizing*

## Refining

[ PAGE 31 ]

**Refine** Ginger

*Pore downsizer / Mattifying*

## Tone Enhancer

[ PAGE 32 ]

**Healthy Perfection** (Vitis flower)<sup>2</sup>

*Tone enhancer / Healing*

## Slimming

[ PAGE 33 ]

**Splint&Slim** Great bougainvillea

*Slimming / Firming*

## Improving oily hair and scalp

[ PAGE 34 ]

**EtHAIRReal** Peppermint

*Combat oily hair and scalp / Overall regulation*

## Repairing and restoring shine to hair

[ PAGE 35 ]

**HairRevive** [MM+Zn]

*Repair and shine / Hair anti-ageing*

**Healthy Shine** Lilac

*Repair and shine / Hair health*



ANTI WRINKLE  
REGENERATING

# Inner Renewal CC + AA

Revitalizing damaged skin cells



ANTI WRINKLE  
FIRMING

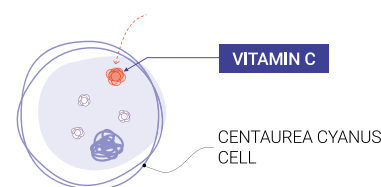
# Optimum Life Angelica

Combats ageing by strengthening vital cell functions

## Cornflower cells and vitamin C inside

INNOVATIVE ACTIVE PLANT SHELLS

The cornflower is a useful European plant that often grows near cereals and attracts pollinators. It is now in danger because of pesticides. Rich in flavonoids, it has long been used in traditional European medicine. AND vitamin C, a well-known molecule used for its antioxidant properties.



Made with Cornflower cells and vitamin C inside

INCI NAME OF SHELLS:  
CENTAUREA CYANUS CALLUS LYSATE EXTRACT (AND) ASCORBIC ACID

## Applications

To be used in cream, gel, lotion, milk, serum, essence, etc. Any cosmetic product (skincare and colour cosmetics) dedicated to fighting skin ageing.

SUCH AS

Watery face serum, bubbly body gel, translucid day cream, etc.

## Clinical study

An overall decrease in wrinkles (crow's feet) in 28 days

Application twice a day

Decrease in wrinkle area of **18%**  
Decrease in total number of wrinkles of **16%**  
Decrease in total length of wrinkles of **21%**

CONCENTRATION: 0.5% (LIQUID FORM – 20% SHELLS)

## Product benefits

Anti wrinkle    Regenerating  
Repairing    Antioxidant  
Firming

## In vitro studies

### REGENERATING, REVITALIZING AND ANTI-AGEING EFFECT

Increase in cellular renewal at the level of the dermis and the epidermis

### FIRMING AND RECONSTRUCTING EFFECT

Increase in the synthesis of the firming components of the extracellular matrix

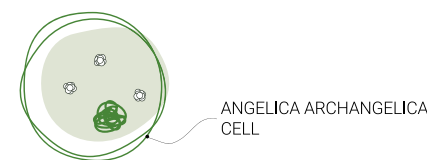
### ANTIOXIDANT EFFECT

Decrease in the creation of free radicals (decrease in lipid peroxidation)

## Angelica cells

INNOVATIVE ACTIVE PLANT CELLS

Angel's herb or angelica is a small herbaceous plant, different parts of which have been used in traditional European medicine since the Middle Ages. It is also used in perfumes, for its spicy, musky fragrance. Its sister, angel grass, is very well known in traditional Chinese medicine for various applications.



Made with Angelica cells

INCI NAME OF CELLS:  
ANGELICA ARCHANGELICA CALLUS EXTRACT

## Applications

To be used in cream, gel, lotion, milk, serum, essence, etc. Any cosmetic product (skincare and colour cosmetics) dedicated to fighting skin ageing.

SUCH AS

Silky day cream, all in one transparent serum, cold gel for neck, etc.

## Clinical study

An overall decrease in wrinkles (crow's feet) and increase in firmness in 28 days

Application twice a day

Decrease in total number of wrinkles of **12%**  
Decrease in total length of wrinkles of **14%**  
Overall improvement of firmness of more than **55%**

CONCENTRATION: 0.5% (LIQUID FORM – 20% CELLS)

## Product benefits

Anti wrinkle    Balancing  
Firming    and stimulating  
Anti-pollution    for healthy cellular  
Energizing    function

## In vitro studies

### BALANCING, STIMULATING EFFECT

Increase in the speed of transport of lipids, proteins and carbohydrates

Increase in the level of connexin 43

### FIRMING AND ENHANCED SUPPLENESS

Increase in levels of total collagens and elastin

### ENERGIZING EFFECT

Increase in oxygen consumption and a decrease in HIF-1 alpha

### ANTIOXIDANT, ANTI POLLUTION EFFECT

Decrease in oxidized proteins exposed to UVB and residues of pollutants



ANTI WRINKLE  
MOISTURIZING

# MReload Sequoia

*Better protection for skin  
against ageing*



ANTI WRINKLE  
ENERGIZING

# Power Extension

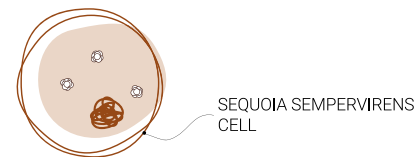
HSB + R

*Stimulating cell metabolism  
reduced by ageing*

## Sequoia cells

INNOVATIVE ACTIVE PLANT CELLS

*The Redwood or sequoia is a survivor of America's ancient forests. This giant tree can live for more than 1000 years and is able to resist fires, using them to reproduce itself. Very important in the ecosystem of the old Californian forests, it is also used in traditional medicinal preparations.*



SEQUOIA SEMPERVIRENS  
CELL

### Made with Sequoia cells

INCI NAME OF CELLS:  
SEQUOIA SEMPERVIRENS LEAF CELL EXTRACT

## Applications

To be used in cream, gel, lotion, milk, serum, essence, etc.  
Any cosmetic product (skincare and colour cosmetics) dedicated to fighting ageing of men's skin.

SUCH AS

**Multifunctional day cream, transparent light serum, eye contour gel, etc.**

## Clinical study

*An overall decrease  
in wrinkles (crow's feet)  
in 28 days on men*

### Application twice a day

Decrease in wrinkle area of **21%**  
Decrease in total number of wrinkles of **14%**  
Decrease in total length of wrinkles of **19%**

CONCENTRATION: 0.5% (LIQUID FORM - 20% CELLS)

## Product benefits

Anti wrinkle    Moisturizing  
Soothing      Antioxidant  
Firming

## In vitro studies

### FIRMING EFFECT

Increase in proteoglycans and collagens rate

### MOISTURIZING EFFECT

Increase in water retention and decrease in transepidermal flow

### SOOTHING EFFECT

Decrease in the release of inflammation mediators

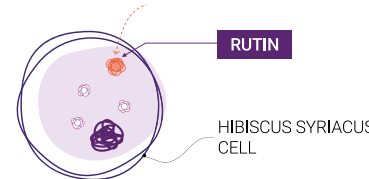
### ANTIOXIDANT EFFECT

Decrease of free radicals (decrease in ROS and increase of SOD and catalase)

## Hibiscus syriacus Bluebird cells and rutin inside

INNOVATIVE ACTIVE PLANT SHELLS

*The Hibiscus syriacus Bluebird is a young hybrid created in the fifties, very popular in gardens because of its blue mallow petals and its purple throat. Belonging to the Malvacea family, it has interesting phytochemical characteristics. AND Rutin, a well-known naturally occurring bioflavonoid.*



RUTIN

HIBISCUS SYRIACUS  
CELL

### Made with hibiscus syriacus Bluebird cells and rutin inside

INCI NAME OF SHELLS:  
HIBISCUS SYRIACUS CALLUS EXTRACT (AND) RUTIN

## Applications

To be used in cream, gel, lotion, milk, serum, essence, etc.  
Any cosmetic product (skincare and colour cosmetics) dedicated to fighting skin ageing.

SUCH AS

**Rich oil serum, translucent night cream, natural concealer, etc.**

## Clinical study

*An overall decrease  
in wrinkles (crow's feet)  
in 28 days*

### Application twice a day

Decrease in wrinkle area of **27%**  
Decrease in total number of wrinkles of **21%**  
Decrease in total length of wrinkles of **30%**  
Decrease in average depth of wrinkles of **2%**

CONCENTRATION: 0.1% (POWDER FORM - 100% CELLS)

## Product benefits

Anti wrinkle    Energizing  
Anti ageing    Antioxidant

## In vitro studies

### ANTI AGEING EFFECT

Increase in proteasome activity in senescent cells

### ENERGIZING EFFECT

Increase in cellular respiration through stimulation of cellular metabolism

Stimulates energy metabolism by increasing ATP synthesis

### ANTIOXIDANT EFFECT

Decrease in the creation of free radicals  
(decrease in lipid peroxidation)



ANTI WRINKLE FIRMING

# All Even Sweet iris

*Increasing skin density*



ANTI WRINKLE FIRMING

# StandStill Rose from Damas

*Modulating the activity of the dermis*

## Sweet iris cells

INNOVATIVE ACTIVE PLANT CELLS

*Iris was the messenger of the gods in the ancient Greek and Roman religions. The delicacy of its fragrance derived from its rhizomes make it essential to high end and luxury contemporary fragrance creations, despite its high price.*



IRIS PALLIDA CELL

### Made with Sweet iris cells

INCI NAME OF CELLS:  
IRIS PALLIDA LEAF CELL EXTRACT

## Applications

To be used in cream, gel, lotion, milk, serum, essence, etc. Any cosmetic product (skincare and colour cosmetics) dedicated to fighting skin ageing.

SUCH AS

**Soft day cream, daily injection serum, nude foundation, etc.**

## Clinical study

*An overall decrease in wrinkles (crow's feet) in 28 days*

Application twice a day

Decrease in wrinkle area of **24%**  
Decrease in total number of wrinkles of **19%**  
Decrease in total length of wrinkles of **26%**

CONCENTRATION: 0.1% (POWDER FORM – 100% CELLS)

## Product benefits

Anti wrinkle    Regenerating  
Anti ageing    Softening  
Firming

## In vitro studies

### FIRMING AND SOFTENING EFFECT

Increase in the synthesis of the major components of the extracellular matrix, including elastin

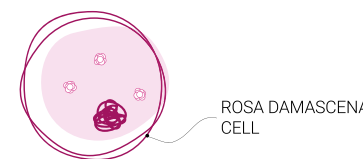
### REGENERATING AND PROTECTING EFFECT

Increase in cellular renewal and greater homogeneity of the filaggrin

## Damas rose cells

INNOVATIVE ACTIVE PLANT CELLS

*With a mysterious origin but as the mother of the Bulgarian rose, the Rose from Damas is the favourite rose of poets and perfumers. Famous universal symbol of beauty used in many fields, it is used not only for its exceptional fragrance as a main note, but also for its medicinal properties.*



ROSA DAMASCENA CELL

### Made with Damas rose cell

INCI NAME OF CELLS:  
ROSA DAMASCENA LEAF CELL EXTRACT

## Applications

To be used in cream, gel, lotion, milk, serum, essence, etc. Any cosmetic product (skincare and colour cosmetics) dedicated to fighting skin ageing.

SUCH AS

**Combination of light pink essence, serum and cream for mature skin, etc.**

## Clinical study

*An overall decrease in wrinkles (crow's feet) in 28 days*

Application twice a day

Decrease in wrinkle area of **22%**  
Decrease in total number of wrinkles of **18%**  
Decrease in total length of wrinkles of **25%**

CONCENTRATION: 0.5% (LIQUID FORM – 20% CELLS)

## Product benefits

Anti wrinkle    Firming  
Anti ageing    Restructuring

## In vitro studies

### ANTI AGEING EFFECT

Decrease in senescent cells

### FIRMING AND RESTRUCTURATING EFFECT

Increase in the synthesis of the major components of the extracellular matrix





**ANTI WRINKLE**  
**ANTIOXIDANT**

## Inside Heart Egyptian blue lily

*Slowing down  
internal cell unbalance*



**ANTI WRINKLE**  
**ANTI PHOTO AGEING**

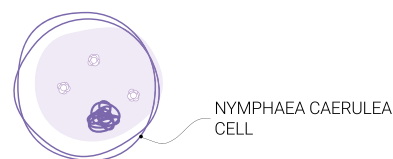
## Foreseen Shield Nopal

*Limiting ageing caused  
by solar rays*

### Egyptian blue lily cells

INNOVATIVE ACTIVE PLANT CELLS

*The Egyptian blue lily is the God creator's plant in the cosmogony of ancient Egypt. Associated with death, as a symbol of the transition to the afterlife and rebirth, it is also an ornamental element used as a symbol of power.*



NYMPHAEA CAERULEA  
CELL

#### Made with Egyptian blue lily cells

INCI NAME OF CELLS:  
NYMPHAEA CAERULEA LEAF CELL EXTRACT

### Applications

To be used in cream, gel, lotion, milk, serum, essence, etc. Any cosmetic product (skincare and colour cosmetics) dedicated to fighting skin ageing.

SUCH AS

**Light blue day fluid, nourishing mask, fragrant oil serum, etc.**

### Clinical study

*An overall decrease  
in wrinkles (crow's feet)  
in 28 days*

#### Application twice a day

Decrease in wrinkle area of **20%**  
Decrease in total number of wrinkles of **17%**  
Decrease in total length of wrinkles of **23%**

CONCENTRATION: 0.5% (LIQUID FORM – 20% CELLS)

### Product benefits

Anti wrinkle    Revitalizing  
Anti ageing    Antioxidant

### In vitro studies

#### ANTI AGEING AND VITALIZING EFFECT

Decrease of the non-enzymatic glycation of fibroblasts

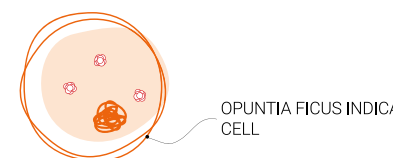
#### ANTIOXIDANT EFFECT

Decrease in the creation of free radicals  
(decrease in lipid peroxidation)

### Nopal cells

INNOVATIVE ACTIVE PLANT CELLS

*The Nopal is a precious cactus that originated in the New World or America. Discovered by the Mesoamerican civilizations, it has been cultivated for its medicinal (antioxidant, healing, etc.) and culinary uses, not only in America but also in the Mediterranean region.*



OPUNTIA FICUS INDICA  
CELL

#### Made with Nopal cells

INCI NAME OF CELLS:  
OPUNTIA FICUS INDICA LEAF CELL EXTRACT

### Applications

To be used in cream, gel, lotion, milk, serum, essence, etc. Any cosmetic product (skincare and colour cosmetics) dedicated to fighting skin ageing.

SUCH AS

**Suncare face creams and lotions, white essence, daily creams with SPF for men, etc.**

### Clinical study

*An overall decrease  
in wrinkles (crow's feet)  
in 28 days*

#### Application twice a day

Decrease in wrinkle area of **31%**  
Decrease in total number of wrinkles of **21%**  
Decrease in total length of wrinkles of **26%**

CONCENTRATION: 0.1% (POWDER FORM – 100% CELLS)

### Product benefits

Anti wrinkle    Soothing  
Anti ageing    Anti spot  
Protecting    Antioxidant

### In vitro studies

#### PROTECTING EFFECT

Decrease in DNA fragmentation

#### SOOTHING EFFECT

Decrease in the release of two inflammation mediators and increase in the proliferation of lymphocytes

#### ANTI SPOT EFFECT

Decrease in melanine and tyronase activity

#### ANTIOXIDANT EFFECT

Decrease in the creation of free radicals  
(decrease in lipid peroxidation)



**BRIGHTENING  
ANTI BLEMISH**

## Inside Light Poet's narcissus

*Regulating melanogenesis*



**BRIGHTENING  
REGENERATING**

## Bright Light Madonna lily

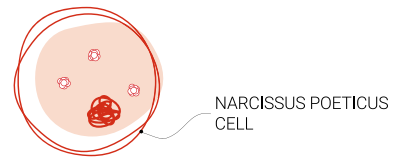
*Regulating skin pigmentation*

### Poet's narcissus cells

INNOVATIVE ACTIVE PLANT CELLS

*Beauty might be fatal, too much love of oneself can kill. The poet's narcissus is a white flower with a deep fragrance and toxic bulbs, famous both in Western and Eastern countries.*

*It has become a key essence for prestige perfumes. But in Asia it is also a medicinal plant used for several purposes.*



NARCISSUS POETICUS  
CELL

#### Made with Poet's narcissus cells

INCI NAME OF CELLS:  
NARCISSUS POETICUS CALLUS EXTRACT

### Applications

To be used in cream, gel, lotion, serum, fluid, etc.  
Any cosmetic product (skincare and colour cosmetics) dedicated to making skin tone more uniform.

SUCH AS

**Day cream for adult skin, light daily serum, white essence for mature skin, etc.**

### Clinical study

*Lightening of the surface  
of the skin on the face  
in 28 days  
(decrease in marks  
and contrast)*

#### Application twice a day

Decrease in contrast between marks and normal adjacent areas of **11%**  
Decrease in the colour of normal adjacent area of **14%**  
Decrease in marks of **10%**

CONCENTRATION: 0.5% (LIQUID FORM - 20% CELLS)



### Product benefits

Brightening    Anti blemish  
Lightening    Anti ageing

### In vitro studies

#### BRIGHTENING AND ANTI BLEMISH EFFECT

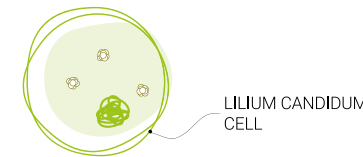
Reduction in the synthesis of [<sup>14</sup>C]-Tyrosine  
Decrease in tyrosinase activity  
Decrease in the level of melanin

### Madonna lily cells

INNOVATIVE ACTIVE PLANT CELLS

*The Madonna lily is a symbol of purity, nobility and majesty since Ancient times thanks to its white colour. An elegant and intense fragrant flower.*

*Its majestic shape has been celebrated by Western poets for many centuries.*



LILIUM CANDIDUM  
CELL

#### Made with Madonna lily cells

INCI NAME OF CELLS:  
LILIUM CANDIDUM LEAF CELL EXTRACT

### Applications

To be used in cream, gel, lotion, serum, fluid, etc.  
Any cosmetic product (skincare and colour cosmetics) dedicated to making skin tone more uniform.

SUCH AS

**Day cream for mature skin, rich daily serum, light transparent essence, etc.**

### Clinical study

*Lightening of the surface  
of the skin on the face  
in 56 days  
(decrease in marks  
and contrast)*

#### Application twice a day

Decrease in contrast between marks and normal adjacent areas of **9%**  
Decrease in the colour of normal adjacent area of **11%**  
Decrease in brown spots of **9%**

CONCENTRATION: 0.1% (POWDER FORM - 100% CELLS)



### Product benefits

Brightening    Anti ageing  
Regenerating

### In vitro studies

#### BRIGHTENING EFFECT

Decrease in melanin transfer  
(Proteinase Activated Receptor-2 involved in melanosome transfer)

#### REGENERATING EFFECT

Increase in cell renewal



**RADIANCE**  
PROTECTIVE BALANCE

# Serene Skin Sage

*For an active skin barrier*



**RADIANCE**  
RELAXING

# Unwind Sacred lotus

*Relaxing your skin*

## Sage cells

INNOVATIVE ACTIVE PLANT CELLS

Named after the Latin verb *salvare* (meaning to save), sage originally grew in the dry regions around the Mediterranean sea and has now spread throughout Europe and North America.

It is an aromatic herbaceous plant that has been well-known for its medicinal properties since antiquity.



Made with Sage cells

INCI NAME OF CELLS:  
SALVIA OFFICINALIS CALLUS LYSATE EXTRACT

## Applications

To be used in products like cream, gel, lotion, milk, serum, essence, etc. Any cosmetic product (skincare and colour cosmetics) intended to restore skin well-being.

SUCH AS

**Rich day cream, purple essence for damaged skin, highly concentrated transparent serum, light primer, etc.**

## Clinical study

*Skin well-being restored  
- radiance, evenness, reduced  
redness after 28 days*

Application twice a day

Increased skin radiance of **30%**  
Increased brightness of **27%**  
Increased uniformity in skin tone of **21%**  
Increased soothing effect of **30%**  
Reduction of redness (cheeks) of **26%**

CONCENTRATION: 0.5% (LIQUID FORM - 20% CELLS)

## Product benefits

Reconstructing Enhances  
Balancing complexion  
Soothing Protection and repair

## In vitro studies

### RECONSTRUCTING EFFECT

Increase in loricrine, free fatty acids and ceramids

### REGENERATING EFFECT

Increase in cellular renewal

### BALANCING EFFECT

Rebalancing of the microbial environment (4 main bacteriae)

### PROTECTIVE EFFECT

Increase in the expression of anti-microbial peptides LL-37, and Beta defensine 2 and psoriasine

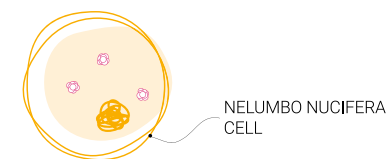
### SOOTHING AND IMMUNO-MODULATING EFFECT

Decrease in the release of TNF-alpha and IL1-alpha

## Sacred lotus cells

INNOVATIVE ACTIVE PLANT CELLS

The Sacred lotus is a sacred flower throughout the Asian continent, from India to Japan, in Hinduism and in Buddhism, always associated with the myth of creation, and often used as an offering in temples. As a perfect symbol of purity, it lies above ugliness and tumult, always above the water.



Made with Sacred lotus cells

INCI NAME OF CELLS:  
NELUMBO NUCIFERA LEAF CELL EXTRACT

## Applications

To be used in products like cream, gel, lotion, milk, balm, fluid, etc. Any cosmetic product (skincare and colour cosmetics) dedicated to relaxing skin.

SUCH AS

**Spa dry oil, cream for facial massage, cold gel serum, etc.**

## Clinical study

*An overall improvement  
in skin tone  
after 28 days*

Application twice a day

Increase in radiance of **28%**  
Decrease in redness of **23%**  
Decrease in irritation of **33%**

CONCENTRATION: 0.5% (LIQUID FORM - 20% CELLS)

## Product benefits

Radiance Soothing  
Relaxing Antioxidant

## In vitro studies

### RELAXING EFFECT

Increase of melatonin (neurohormone helping sleep) and decrease in the release of substance P (peptide involved in pain transmission), and two neuromediators (CGRP, acetylcholine)

### SOOTHING EFFECT

Decrease in the release of three inflammation mediators

### ANTIOXIDANT EFFECT

Decrease in the creation of free radicals (decrease in lipid peroxidation)



**RADIANCE  
ANTI POLLUTION**

# Smooth Lightening White rose

*The origins of a radiant  
complexion*



**RADIANCE  
ENERGIZING**

# Overnight Enhance

**MJ + C**

*Boosts night-time skin recovery*

## White rose cells

INNOVATIVE ACTIVE PLANT CELLS

*The white rose is an ancient hybrid rose, already known in ancient times: it is another legendary rose, which mixes purity and beauty.*

*Its primary asset is its hardiness; it is frost-resistant and can grow in shadow.*



ROSA ALBA  
CELL

### Made with White rose cells

INCI NAME OF CELLS:  
ROSA ALBA LEAF CELL EXTRACT

## Applications

To be used in gel, lotion, milk, fluid, foundation, concealer, etc. Any cosmetic product (skincare and colour cosmetics) intended to enhance the skin's brightness and protect it from external stress.

SUCH AS

**Anti-pollution day cream, protective serum, BB cream, etc.**

## Clinical study

*Overall improvement  
in facial radiance  
after 28 and 56 days*

### Application once a day

Increase in the complexion's radiance of **10%** and then **15%**  
Increase in the complexion's radiance brightness of **11%** and then **17%**  
Increase in the complexion's radiance homogeneity of **11%** and then **16%**

CONCENTRATION: 0.5% (LIQUID FORM – 20% CELLS)

## Product benefits

Radiance      Detoxifying  
Protecting      Regenerating  
Oxygenating      Anti pollution

## In vitro studies

### ANTI FREE RADICAL AND ANTI POLLUTION EFFECT

Reduction in lipid peroxidation induced by pollutant residues and heavy metals

### ENERGIZING, DETOXIFYING EFFECT

Improvement in cellular respiration

### SOOTHING EFFECT

Decrease in the release of three inflammation mediators

### LIGHTENING EFFECT

Decrease in pigmentation

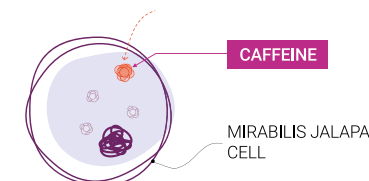
### REGENERATING AND PROTECTING EFFECT

Increase in cell renewal and greater homogeneity of the filaggrin

## Four o'clock cells and caffeine inside

INNOVATIVE ACTIVE PLANT SHELLS

*The four o'clock is a multicoloured plant from subtropical America, belonging to the Nyctaginaceae family, four o'clocks only open their fragrant flowers to pollinating insects during the night. AND Caffeine, a well-known alkaloid.*



### Made with Four o'clock cells and caffeine inside

INCI NAME OF SHELLS:  
MIRABILIS JALAPA CALLUS EXTRACT (AND) CAFFEINE

## Applications

To be used in cream, gel, lotion, serum, essence, fluid, etc. Any cosmetic product (skincare and colour cosmetics) aimed at general skin improvement.

SUCH AS

**Night mask for mature skin, rich night cream, intense night serum for tired skin, etc.**

## Clinical study

*Radiance and luminosity  
increased after one night  
and after 28 days*

### One application before night-time

After one night and after 28 days:  
An increase in the complexion's radiance of **60%** and **63%**  
An increase in the complexion's brightness of **64%** and **70%**

CONCENTRATION: 0.5% (LIQUID FORM – 20% CELLS)

## Product benefits

Radiance      Lightening  
Energizing      Detoxifying  
Repairing      Antioxidant

## In vitro studies

### ENERGIZING EFFECT

Increase mitochondriae activity (malate/aspartate shuttle activity)

### DETOXIFYING EFFECT

Decrease in vasodilation (decrease in nitric oxide)

### ANTIOXIDANT EFFECT

Decrease in the creation of free radicals (decrease in lipid peroxidation)



**RADIANCE**  
LIGHT RADIATION PROTECTION

# LightWaves Defense

JS + M

*Strengthens natural protection  
against light damage*



**EYE CONTOUR**  
ANTI WRINKLE, ANTI CIRCLE,  
ANTI PUFFINESS

# Initial E

PT + TMG

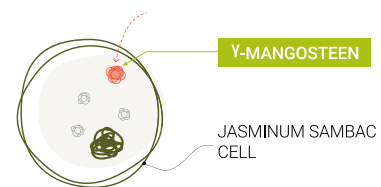
*For a radiant new look*

## Indian jasmine cells and Y-mangosteen

INNOVATIVE ACTIVE PLANT SHELLS

*Originating in tropical Asia, Indian jasmine is the flower of love and the gods with a well-known fragrance used in perfumes.*

*AND Y-Mangosteen, extracted from the Asian fruit and rich in antioxidant components.*



**Made with Indian jasmine cells  
and Y-mangosteen inside**

INCI NAME OF SHELLS:  
JASMINUM SAMBAC LEAF CELL EXTRACT (AND) MANGOSTEEN

## Applications

To be used in cream, gel, lotion, serum, essence, fluid, etc.  
Any cosmetic product (skincare and colour cosmetics)  
intended to protect the skin from light damage.

SUCH AS

**Suncare lotion in a spray, natural day cream,  
light oily essence, etc.**

## Clinical study

*Increase in radiance  
and firmness  
in 28 days*

**Application twice a day**

CONCENTRATION: 0.5% (LIQUID FORM – 20% CELLS)

## Product benefits

Radiance      Detoxifying  
Firmness      Anti redness  
Protecting

## In vitro studies

### PROTECTING EFFECT

Decrease in DNA fragmentation induced by UV,  
IR and blue light

### ANTI AGEING EFFECT

Increase in synthesis of elastin, collagen and hyaluronic  
acid decreased by UV, IR and blue light

### DETOXIFYING, ANTI REDNESS EFFECT

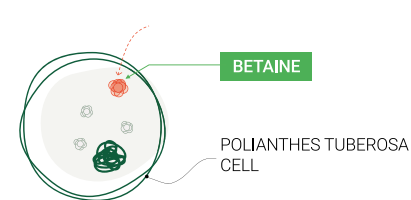
Decrease in vasodilation (decrease in nitric oxide) increased  
by UV, IR and blue light

## Tuberose cells and betaine inside

INNOVATIVE ACTIVE PLANT SHELLS

*Tuberose is a white heliotrope flower that originated in Mexico and was introduced to Europe in the 16th century; it is now cultivated in India, North Africa and China, for use in perfumery.*

*It releases a heady, sweet, penetrating fragrance which intensifies with nightfall.  
AND extracted from beetroot (beta vulgaris), glycine betaine was the first betaine of plant origin, discovered in the 19th century.*



**Made with Tuberose cells  
and betaine inside**

INCI NAME OF SHELLS:  
POLIANTHES TUBEROSA CALLUS EXTRACT (AND) BETAINE

## Applications

To be used in cream, gel, lotion, serum, fluid, etc.  
Any cosmetic product (skincare and colour cosmetics)  
intended to combat changes in the area around the eyes.

SUCH AS

**Natural eye contour cream, light concealer,  
tinted eye corrector, etc.**

## Clinical study

*A general improvement  
around the eyes  
in 30 days*

**Application twice a day**

General increase in skin radiance of **23%**  
Decrease in circles of **16%**  
Decrease in puffiness of **13%**  
Decrease in fine lines and wrinkles of **11%**

CONCENTRATION: 0.5% (LIQUID FORM – 20% CELLS)

## Product benefits

Anti wrinkle      Anti puffiness  
Anti circle      Moisturizing  
Firming      Brightening

## In vitro studies

### FIRMING EFFECT

Increase in the synthesis of the major components  
of the extracellular matrix

### MOISTURIZING EFFECT

Increase in water retention in epidermis and decrease  
in transepidermal flow

### LIPID RESTORING EFFECT

Increase in free fatty acids

### SOOTHING EFFECT

Decrease in the release of three inflammation mediators

### DETOXIFYING EFFECT

Eliminates radical effect of nitric oxide, improves cutaneous  
microcirculation regulation



SENSITIVE SKIN  
SOOTHING  
ANTI REDNESS

## Soothing Light Apple tree

*Controlled regulation  
of inflammation*



HYDRATION  
MOISTURIZING  
PROTECTING

## Hydra Sourcing

AM + PS

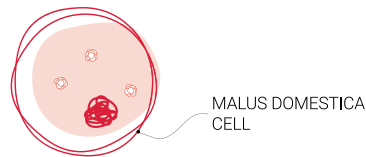
*Natural skin hydration*

### Apple tree cells

INNOVATIVE ACTIVE PLANT CELLS

*The apple tree is one of the most cultivated fruit trees in the world from Western to Eastern countries.*

*The Golden Apples in the garden of Hesperides would have contained extraordinary properties, meaning healing molecules.*



MALUS DOMESTICA  
CELL

### Made with Apple tree cells

INCI NAME OF CELLS:  
MALUS DOMESTICA CALLUS EXTRACT

### Applications

To be used in gel, lotion, milk, fluid, foundation, concealer, etc. Any cosmetic product (skincare and colour cosmetics) dedicated to soothing and lightening skin.

SUCH AS

**Day cream for sensitive skin, night mask, suncare cream for sensitive skin, etc.**

### Clinical study

*An anti-redness  
and soothing effect  
after 28 days*

Application twice a day

Decrease in redness by **16%**  
Decrease in irritation by **29%**

CONCENTRATION: 0.1% (POWDER FORM - 100% CELLS)

### Product benefits

Soothing      Detoxifying  
Lightening      Anti redness

### In vitro studies

#### SOOTHING EFFECT

Decrease in the release of three inflammation mediators

#### DETOXIFYING, ANTI REDNESS EFFECT

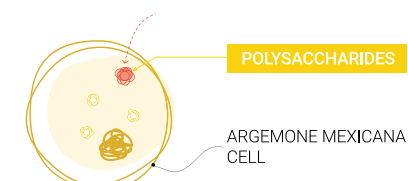
Decrease in vasodilation (decrease of nitric oxide)

### Mexican poppy cells and polysaccharides inside

INNOVATIVE ACTIVE PLANT SHELLS

*The Mexican poppy is a prickly poppy, extremely hardy, from the Mexican desert and the West Indies, and used as a medicinal plant by indigenous populations in Central America and in West Africa.*

*AND Polysaccharides, long chains of simple carbohydrates, used for their water retention capacity.*



POLYSACCHARIDES

ARGEMONE MEXICANA  
CELL

### Made with Mexican poppy cells and polysaccharides inside

INCI NAME OF SHELLS:  
ARGEMONE MEXICANA CALLUS EXTRACT (AND) PULLULAN

### Applications

To be used in cream, fluid, serum, balm, lotion, milk, foundation, concealer, etc. Any cosmetic product (skincare and colour cosmetics) intended to maintain or to reinforce skin hydration.

SUCH AS

**Natural body lotion, light oily serum, rich day cream for dry skin, etc.**

### Clinical study

*Hydration increased  
after 24 hours and 28 days  
in dry skin*

Single use then application twice a day on face

Increase of corneometric values by **40%**  
on the face after 24 hours  
Increase of corneometric values by **67%**  
on the face after 28 days

CONCENTRATION: 0.5% (LIQUID FORM - 20% CELLS)

### Product benefits

Moisturizing      Regenerating  
Protecting      Restoring  
Anti ageing      lipid levels

### In vitro studies

#### MOISTURIZING EFFECT

Increase in water retention in the epidermis, in transepidermal flow, increase in the synthesis of glycosaminoglycans

#### REGENERATING AND PROTECTING EFFECT

Increase in cell renewal and greater homogeneity of the filaggrin

#### PROTECTING, LIPID RESTORATION EFFECT

Increase in fatty acids and ceramides



MOISTURIZING  
REGENERATING

# HydraGeneration Papyrus

*Restoration  
of the hydrolipidic balance*



MOISTURIZING  
REGENERATING

# HydraGeneration Pale rose

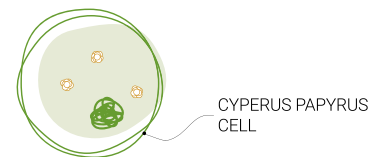
*Restoration  
of the hydrolipidic balance*

## Papyrus cells

INNOVATIVE ACTIVE PLANT CELLS

*Papyrus is the plant that gave birth to the ancient and prestigious medium for writing.*

*A symbol of kingship in Lower Egypt, in the Nile Delta, and of god in ancient Egyptian civilization, its forests can now only be imagined, as the plant is in danger in Egypt.*



CYPERUS PAPHYRUS  
CELL

### Made with Papyrus cells

INCI NAME OF CELLS:  
CYPERUS PAPHYRUS LEAF CELL EXTRACT

## Applications

To be used in cream, gel, lotion, milk, balm, fluid, etc.  
Any cosmetic product (skincare and colour cosmetics) dedicated to maintaining or to reinforcing skin hydration.

SUCH AS

**Natural body gel, fresh day cream for young skin, day balm for men, etc.**

## Clinical study

*A significant hydrating effect in 8 hours (legs) and 28 days (face)*

**Single use on legs, then application twice a day on face**

Increase in corneometric values - legs - by **45%** after 8 hours  
Increase in corneometric values - face - by **65%** and by **42%** after 30 days

CONCENTRATION : 0.1% (POWDER FORM - 100% CELLS)

## Product benefits

Moisturizing  
Protecting  
Regenerating

## In vitro studies

### MOISTURIZING EFFECT

Increase in water retention and decrease of trans-epidermic transfer of tritiated water

### REGENERATING EFFECT

Increase in cell renewal

### PROTECTING, LIPID RESTORATION EFFECT

Increase in free fatty acids, greater homogeneity of the filaggrin

## Pale rose cells

INNOVATIVE ACTIVE PLANT CELLS

*The pale rose is an ancient rose, modified in the 16th century by expert gardeners' hands, with a luxuriant flowering. Its petals take part in the creation of original fragrances, the plant also has medicinal uses.*



ROSA CENTIFOLIA  
CELL

### Made with Pale rose cells

INCI NAME OF CELLS:  
ROSA CENTIFOLIA LEAF CELL EXTRACT

## Applications

To be used in cream, gel, lotion, milk, balm, fluid, etc.  
Any cosmetic product (skincare and colour cosmetics) dedicated to maintaining or to reinforcing skin hydration.

SUCH AS

**Natural body lotion, light pink fresh day cream for young skin, day essence, etc.**

## Clinical study

*A significant hydrating effect in 24 hours (legs) and in 28 days (face)*

**Single use, then application twice a day**

Increase in corneometric values by **45%** on the legs after 24 hours  
Increase in corneometric values by **72%** on the face after 28 days

CONCENTRATION : 0.5% (LIQUID FORM - 20% CELLS)

## Product benefits

Moisturizing  
Protecting  
Regenerating

## In vitro studies

### MOISTURIZING EFFECT

Increase in water retention and decrease in trans-epidermic transfer of tritiated water

### REGENERATING EFFECT

Increase in cell renewal

### PROTECTING, LIPID RESTORATION EFFECT

Increase in free fatty acids, greater homogeneity of the filaggrin



 **MATTIFYING  
MOISTURIZING**

# Pure Light Chinese peony

*Helping oily skin to rebalance*



 **REFINING  
PORE DOWNSIZER, MATTIFYING**

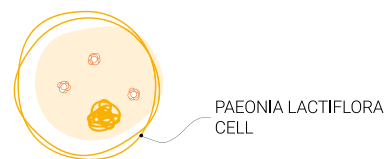
# Refine Ginger

*Refining skin texture*

## Chinese peony cells

INNOVATIVE ACTIVE PLANT CELLS

*The Chinese peony is a floral myth throughout Asia, especially in China. With many subspecies natural and hybrid, the Chinese peony, like all peonies has become an object of fascination in China. Symbol of wealth, beauty and femininity, it is also a popular decorative pattern.*



PAEONIA LACTIFLORA  
CELL

### Made with Chinese peony cells

INCI NAME OF CELLS:  
PAEONIA LACTIFLORA LEAF CELL EXTRACT

## Applications

To be used in products like skincare or make-up products such as cream, fluid, serum, balm, lotion, milk, foundation, concealer, etc. Any cosmetic product (skincare and colour cosmetics) dedicated to rebalancing oily skin.

SUCH AS

**BB cream, CC cream, daily fluid, sebum absorber mask, etc.**

## Clinical study

*A mattifying effect  
for 6 hours  
and after 56 days*

### Application once a day

Decrease in gloss degree of **22%**  
after 6 hours  
decrease in sebum level of **22%**  
after 56 days

CONCENTRATION: 0.1% (POWDER FORM - 100% CELLS)

## Product benefits

Mattifying    Soothing  
Radiance    Relaxing  
Moisturizing

## In vitro studies

### MATTIFYING EFFECT

Decrease in 5-alpha reductase activity

### MOISTURIZING EFFECT

Increase in water retention and decrease in transepidermic water

### SOOTHING EFFECT

Decrease in the release of an inflammation mediator

### RELAXING EFFECT

Decrease in the release of a peptide involved in pain transmission (substance P)

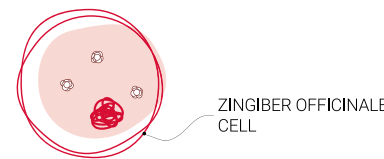
### ENERGIZING EFFECT

Increases cellular respiration by stimulating cellular metabolism

## Ginger cells

INNOVATIVE ACTIVE PLANT CELLS

*Coming from tropical Asia, ginger is a universal species, with several uses. From cooking to the luxury perfume industry, the aroma of its rhizomes brings original, unmistakable warm, spicy notes.*



ZINGIBER OFFICINALE  
CELL

### Made with Ginger cells

INCI NAME OF CELLS:  
ZINGIBER OFFICINALE LEAF CELL EXTRACT

## Applications

To be used in products like skincare or make-up products like cream, fluid, serum, balm, lotion, milk, foundation, concealer, etc. Any cosmetic product (skincare and colour cosmetics) dedicated to refining skin texture.

SUCH AS

**BB cream, intense daily treatment for young skin, light day cream, etc.**

## Clinical study

*A mattifying effect  
and reduction in pore size  
in 28 days*

### Application once a day

**46%** improvement in skin texture  
**19%** reduction in sebum secretion

CONCENTRATION : 0.5% (LIQUID FORM - 20% CELLS)

## Product benefits

Pore downsizer    Mattifying  
Astringent    Moisturizing  
Firming    Antioxidant

## In vitro studies

### FIRMING EFFECT

Increase in the synthesis of elastin and proteoglycans

### MATTIFYING EFFECT

Decrease in the 5-alpha reductase activity

### MOISTURIZING EFFECT

Increase in glycosaminoglycans

### ANTIOXIDANT EFFECT

Decrease in the creation of free radicals (decrease in lipid peroxidation)





**TONE ENHANCER  
HEALING**

## Healthy Perfection (Vitis flower)<sup>2</sup>

*Restructuring for a uniform  
skin surface*



**SLIMMING  
FIRMING**

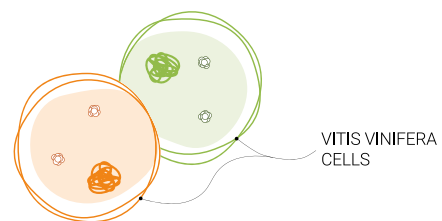
## Splint&Slim Great bougainvillea

*To remodel skin*

### 2 types of Grape cells

INNOVATIVE PLANT SISTER CELLS

*While the flavours of wines comes  
from the fruit, the vine flower emanates  
a subtle but original fragrance.  
The grape is a plant dedicated to the nectar  
of the Gods in the Greek and Roman pantheons.*



#### Made with Grape cells

INCI NAME OF CELLS:  
VITIS VINIFERA FLOWER CELL EXTRACT

### Applications

To be used in products like cream, gel, lotion, milk, balm, fluid, etc. Any cosmetic product (skincare and colour cosmetics) dedicated to perfecting (homogenizing) skin tone.

SUCH AS

**Protective day cream, daily serum  
for damaged skin, post surgery balm, etc.**

### Clinical study

*A general reduction  
in imperfections  
after 28 days*

#### Application twice a day

Decrease in **31%** of imperfections  
Decrease in **27%** of brown marks  
Increase in **30%** of skin uniformity

CONCENTRATION: 0.5% (LIQUID FORM - 20% CELLS)

### Product benefits

Tone enhancer    Soothing  
Healing            Protecting  
Energizing        Moisturizing

### In vitro studies

#### SOOTHING EFFECT

Decrease in inflammation mediators

#### ENERGIZING AND NUTRITIONAL EFFECTS

Increase in microcirculation (decrease in nitric oxide)  
and increase in cellular respiration

#### RECONSTRUCTING EFFECT

Increase in the synthesis of the major components  
of the extracellular matrix

#### MOISTURIZING EFFECT

Increase in water retention and decrease of trans-epidermic  
transfer of tritiated water

#### PROTECTING EFFECT

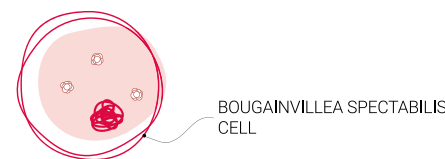
Decrease in free radicals and increase of the release  
in antioxidant enzymes

Increase in antimicrobial peptides

### Great bougainvillea cells

INNOVATIVE ACTIVE PLANT CELLS

*The great bougainvillea is a tropical  
climber from the Northern hemisphere.  
This plant with its dazzling colourful flowers  
is cultivated to decorate our gardens  
and houses but hides many medicinal properties  
not much used today.*



#### Made with Great bougainvillea cells

INCI NAME OF CELLS:  
BOUGAINVILLEA SPECTABILIS LEAF CELL EXTRACT

### Applications

To be used in products like cream, gel, lotion, milk, balm, fluid, etc. Any cosmetic product dedicated to giving tonicity and firmness to skin.

SUCH AS

**Slimming coloured gel, slimming dry oil,  
slimming light cream, etc.**

### Clinical study

*A slimming effect  
in 28 days*

#### Application once a day

Decrease in thigh circumference of **1.1 cm**

CONCENTRATION : 0.1% (POWDER FORM - 100% CELLS)

### Product benefits

Slimming            Softening  
Firming             Smoothing

### In vitro studies

#### LIPOLYTIC EFFECT

Increase in the glycerol rate, and competition of the product  
with the receptor of neuropeptide Y and competition  
of the product with the alpha-2 adrenergic receptor,  
including in association with caffeine at 0.2%

#### FIRMING EFFECT

Increase in the synthesis of the major components  
of the extracellular matrix



**IMPROVING OILY HAIR AND SCALP OVERALL REGULATION**

# EtHAIRreal Peppermint

*Rebalances for lighter hair*



**REPAIR AND RESTORE SHINE HAIR ANTI-AGEING**

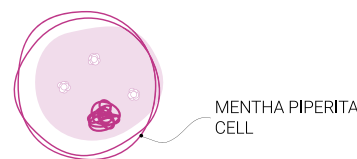
# Hair Revive MM + Zn

*Extending the hair growth cycle*

## Peppermint cells

INNOVATIVE ACTIVE PLANT CELLS

Already used in Ancient times to cure and perfume, peppermint is a medicinal plant that has been cultivated since the Middle Ages throughout Europe for its different benefits. It produces an essential oil that remains very popular.



MENTHA PIPERITA CELL

### Made with Peppermint cells

INCI NAME OF CELLS:  
MENTHA PIPERITA LEAF CELL EXTRACT

## Applications

To be used in hair mask, hair serum, hair balm, hair gel, etc. Any haircare product dedicated to rebalancing oily hair or hair that easily becomes oily.

SUCH AS

**Natural hair mask, dry shampoo, leave on scalp serum, etc.**

## Clinical study

*Overall improvement in the appearance of the hair and scalp in 28 days*

**Application three times a week**

Reduction in the oily appearance of hair and scalp of **59%**  
Reduction in sebum of **44%**

CONCENTRATION: 0.5% (LIQUID FORM – 20% CELLS)

## Product benefits

Regulating    Soothing  
Lightening    Antioxidant

## In vitro studies

### LIMITATION OF OILY SUBSTANCES EFFECT

Decrease in the 5-alpha reductase activity and increase in free fatty acids

### SOOTHING EFFECT

Decrease in the release of three inflammation mediators (hair bulb and scalp)

### ANTIOXIDANT EFFECT

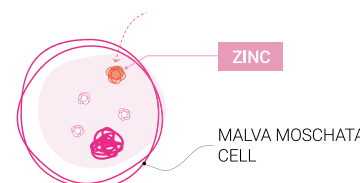
Decrease in free radicals (decrease in ROS – hair bulb and in the lipid peroxidation – scalp)

## Musk mallow cells and zinc inside

INNOVATIVE ACTIVE PLANT SHELLS

Musk mallow is an edible European species with light pink flowers that produces a musky fragrance in summer and has been used as a medicinal plant for centuries.

AND Zinc, a trace mineral yet essential for many vital chemical reactions in the human body, including the creation of DNA, the growth of cells and formation of the skin's structural proteins.



MALVA MOSCHATA CELL

### Made with Musk mallow cells and zinc inside

INCI NAME OF SHELLS:  
MALVA MOSCHATA CALLUS EXTRACT (AND) WATER (AND) ZINC CHLORIDE

## Applications

To be used in hair mask, hair serum, hair balm, hair treatment, etc. Any haircare product dedicated to slowing hair ageing and repairing the hair and scalp.

SUCH AS

**Purple hair mask, powder hair shampoo, transparent hair serum, etc.**

## Clinical study

*Hair repaired and shinier in 28 days*

**Application once a day**

CONCENTRATION: 0.5% (LIQUID FORM – 20% CELLS)

## Product benefits

Anti hair ageing    Protecting  
Shine & repair    Hair darkening  
Regenerating    regulation

## In vitro studies

### REGENERATING AND REVITALIZING

Increase in the synthesis of Vascular Endothelial Growth Factor (VEGF)

Decrease in 5-alpha reductase activity

### HAIR DARKENING EFFECT

Regulation of cyclic Adenosine Monophosphate (AMPc)

### PROTECTING (ANTI OXIDANT) EFFECT

Decrease in free radicals (decrease in lipid peroxidation)



REPAIR AND SHINE OF HAIR  
HAIR HEALTH

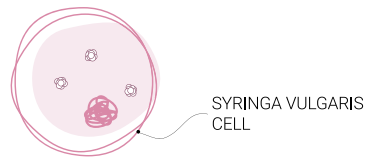
# Healthy Shine Lilac

*For renewed balance and shine*

## Lilac cells

INNOVATIVE ACTIVE PLANT CELLS

*Lilac is very popular in European gardens thanks to its decorative flowers with a subtle fragrance. It may seem a bit old fashioned nowadays but it deserves our attention: there can be no doubt that it offers forgotten and undiscovered benefits.*



## Made with Lilac cells

INCI NAME OF CELLS:  
SYRINGA VULGARIS (LILAC) LEAF CELL EXTRACT

## Applications

To be used in hair mask, hair serum, hair balm, hair gel, etc. Any haircare product dedicated to strengthening and repairing the hair and scalp.

SUCH AS

**Leave on hair treatment for coloured hair, natural shampoo, conditioner for damaged hair, etc.**

## Clinical study

*Hair repaired  
and shinier  
in 28 days*

### Application once a day

CONCENTRATION: 0.5% (LIQUID FORM - 20% CELLS)

## Product benefits

Hair health    Soothing  
Energizing    Protecting

## In vitro studies

### ENERGIZING EFFECT

Increase in cell energy metabolism

### SOOTHING EFFECT

Decrease in the release of three inflammation mediators (hair bulb and scalp)

### ANTIOXIDANT EFFECT

Decrease in free radicals (decrease in the lipid peroxidation)

### DETOXIFYING EFFECT

Eliminates radical effect from nitric oxide, improves cutaneous microcirculation regulation



Naolys, for innovative cosmetic products.



NAOLYS

## a source of new products

*To facilitate your galenic formulations and, in terms of marketing, to keep the same active ingredient in a range with several products with different formulations, Naolys offers four standard forms, and numerous options for bases for cells and shells in liquid form.*

All Naolys products are available in four forms

### THREE LIQUID FORMS

- 20% cells in dispersion in 80% glycerin
- 20% cells sonicated in 80% glycerin
- 20% cells sonicated in 80% sunflower oil

### A POWDER FORM

- 100% cells

Why four forms

Four forms to meet all your galenic requirements: powders, ointments, gels, creams, oils, milks, etc.

It is also possible to provide cells with customized bases in liquid form : vegetable oils, ester, caprylic/capric triglyceride, etc.

**All Even** Sweet iris [PAGE 14]

*Anti wrinkle / Firming*

**Bright Light** Madonna lily [PAGE 19]

*Brightening / Regenerating*

**EtHAIRReal** Peppermint [PAGE 34]

*Combat oily hair and scalp / Overall regulation*

**Foreseen** Shield Nopal [PAGE 17]

*Anti wrinkle / Anti photo ageing*

**HairRevive** [MM+Zn] [PAGE 35]

*Repair and shine / Hair anti-ageing*

**Healthy Perfection** (Vitis flower)<sup>2</sup> [PAGE 32]

*Tone enhancer / Healing*

**Healthy Shine** Lilac [PAGE 36]

*Repair and shine / Hair health*

**HydraGeneration** Pale rose [PAGE 29]

*Hydrating / Regenerating*

**HydraGeneration** Papyrus [PAGE 28]

*Hydrating / Regenerating*

**HydraSourcing** [AM+PS] [PAGE 27]

*Hydrating / Protecting*

**InitialE** [PT+TMG] [PAGE 25]

*Anti wrinkle / Anti circle / Anti puffiness*

**InnerRenewal** [CC+AA] [PAGE 10]

*Anti wrinkle / Regenerating*

**Inside Heart** Egyptian blue lily [PAGE 16]

*Anti wrinkle / Antioxidant*

**Inside Light** Poet's narcissus [PAGE 18]

*Brightening / Anti blemish*

**LightWaves** Defense [JS+M] [PAGE 24]

*Radiance / Light radiation protection*

**MReload** Sequoia [PAGE 12]

*Anti wrinkle / Moisturizing*

**Optimum Life** Angelica [PAGE 11]

*Anti wrinkle / Firming*

**OvernightEnhance** [MJ+C] [PAGE 23]

*Radiance / Energizing*

**PowerExtension** [HSB+R] [PAGE 13]

*Anti wrinkle / Energizing*

**Pure Light** Chinese peony [PAGE 30]

*Mattifying / Moisturizing*

**Refine** Ginger [PAGE 31]

*Pore downsizer / Mattifying*

**Serene Skin** Sage [PAGE 20]

*Radiance / Balancing protection*

**Smooth Lightening** White rose [PAGE 22]

*Radiance / Anti pollution*

**Soothing Light** Apple tree [PAGE 26]

*Soothing / Anti redness*

**Splint&Slim** Great bougainvillea [PAGE 33]

*Slimming / Firming*

**StandStill** Rose from Damas [PAGE 15]

*Anti wrinkle / Firming*

**Unwind** Sacred lotus [PAGE 21]

*Relaxing / Soothing*

MORE INFORMATION

Contact your local Naolys distributor  
or Naolys at

[naolys@naolys.com](mailto:naolys@naolys.com)



