



ETERWELL™ YOUTH

A NEW LIFE FOR YOUR SKIN

Infinite well-ageing, powered
by Senolytic Science.

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ETERWELL™ YOUTH

Infinite well-ageing – fully effective
at every skin layer

Patented
application

Key benefits

- Holistic healthy ageing – acts at the cellular level
- Helps revert skin damage induced by dermo-destructive senescent cells*
- Helps restore and boosting collagen*
- Synergetic potential with other actives on Collagen*
- Helps slow down the premature ageing of skin
- Reverses the skin appearance by 6 years (after 2 weeks) and 9 years (after 3 months) **
- Reduces the appearance of fine lines and wrinkles **
- Helps increase skin elasticity and skin smoothness **
- Provides a rejuvenated skin appearance with vibrant healthy looking-skin

*: *in vitro* and *ex vivo*, **: *in vivo*



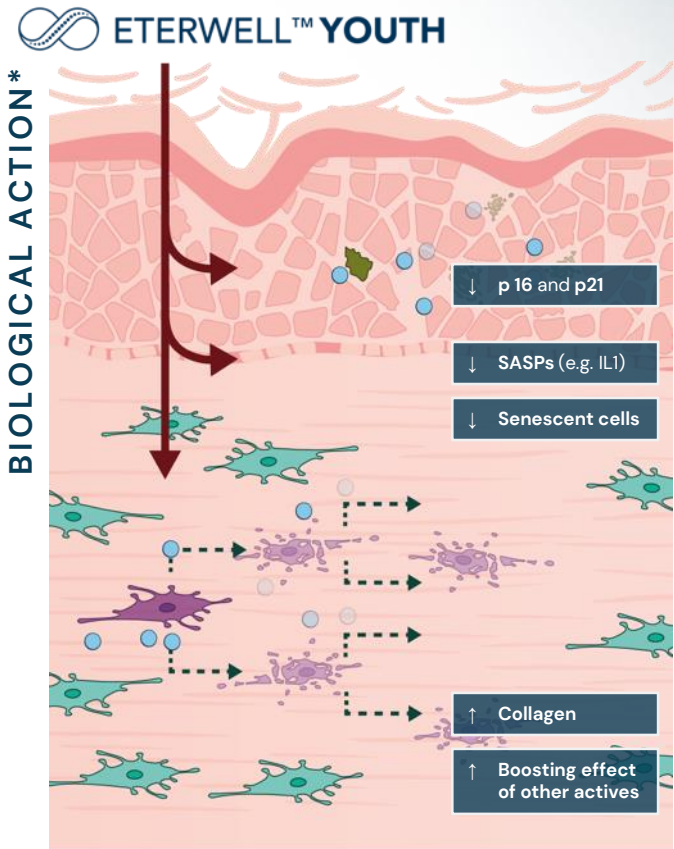
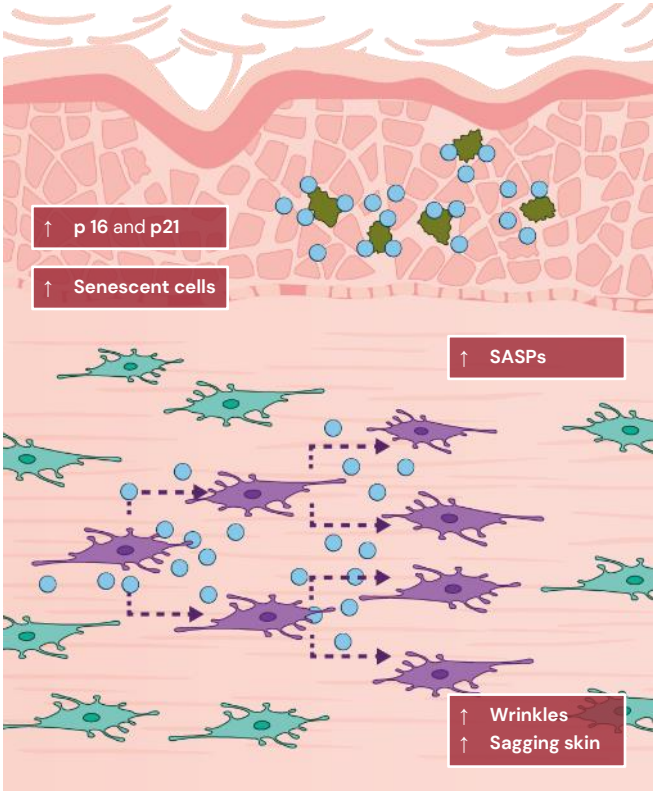
Mode of action

Senolytics is tackling the fundamental source of skin ageing, helping senescent (zombie) cells into apoptosis

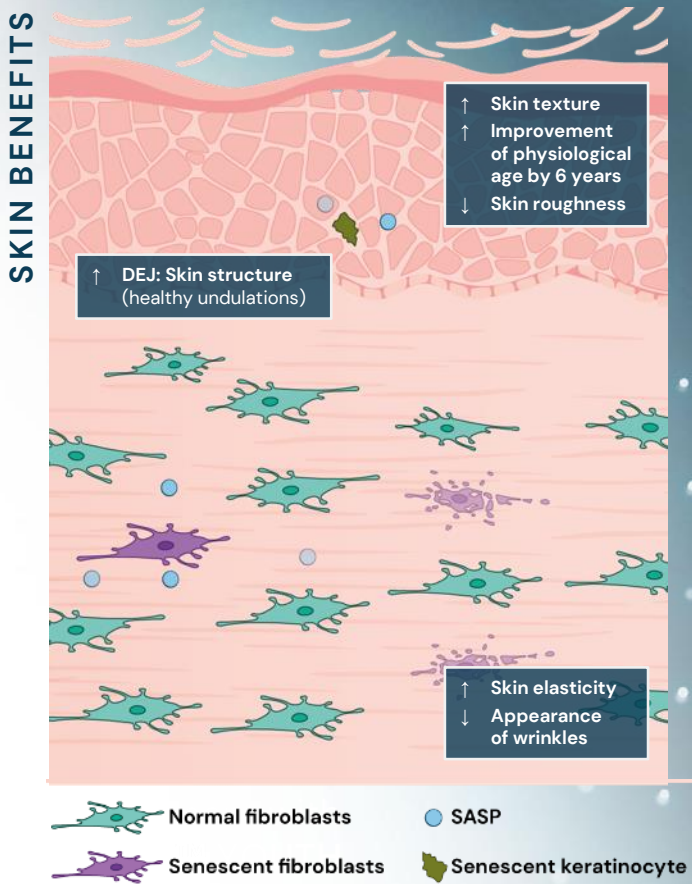
Main senescence inducers:

- Ageing
- Exposome: UV, pollution
- Oxidants
- Toxins

The senescent cells do not work anymore, release SAPs (Senescent-associated secretory phenotype) which are damaging the surrounding cells (snowball effect)



* in vitro and ex vivo



ETERWELL™ YOUTH acts in every skin layer at cellular level, clearing the dermo-destructive senescent cells in excess (promoting apoptosis), and consequently drops the release of SASPs and increases collagen for a better skin texture and structure, improving the skin elasticity and appearance of wrinkles for healthy looking skin

ETERWELL™ YOUTH: true senolytic active

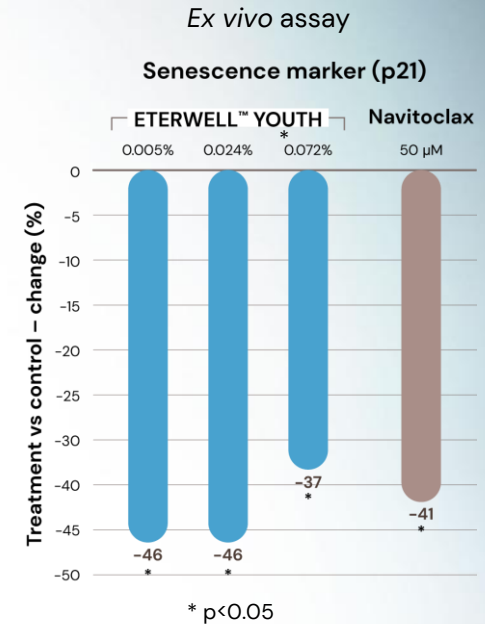
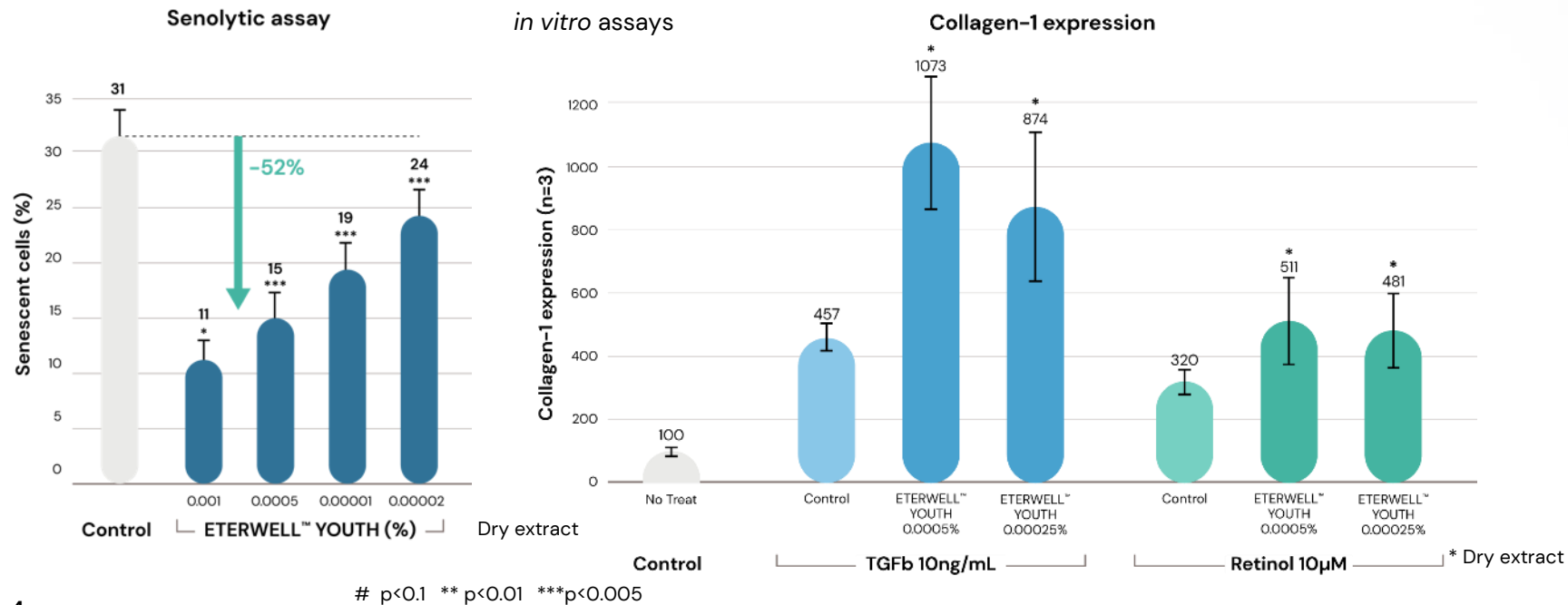
A new life for your skin

1. Direct senolytic effect:

- Strong reduction of senescent fibroblasts with 0.0005%* ETERWELL™ YOUTH *in vitro*
- increase of cell death after only 48 hours (Realtime visualisation) *in vitro*
- Downregulation of p21 expression (senescence marker) *ex vivo*

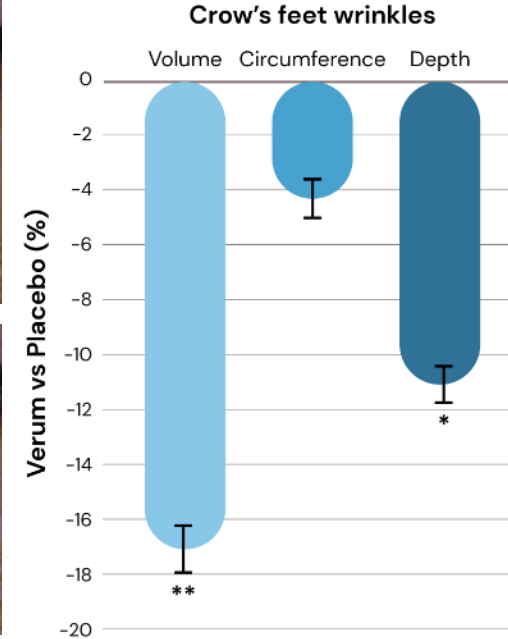
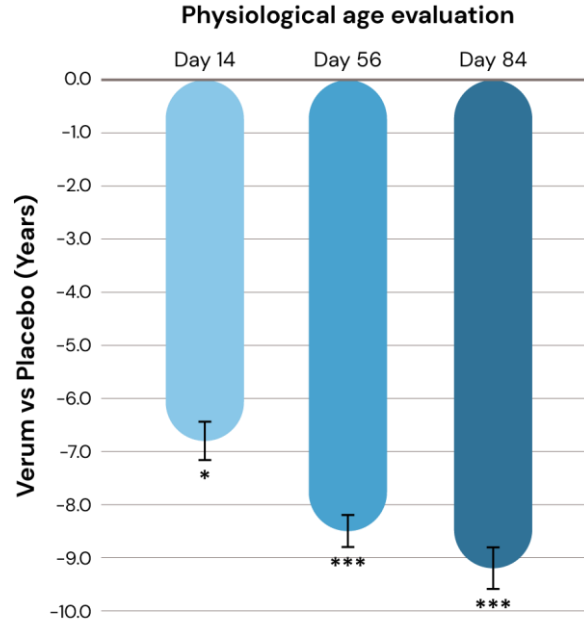
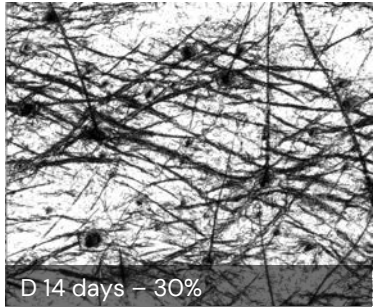
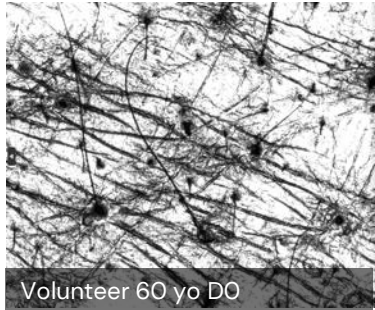
2. Outstanding active boosting effect

- +44% Collagen I expression at 0.024%* *ex vivo*
- +54% boosting activity of Retinol on Collagen 1 by ETERWELL™ YOUTH vs Retinol alone *in vitro*



Holistic healthy ageing on 3 skin layers

Significant results vs placebo *in vivo*



Holistic significant healthy ageing activities with 3% ETERWELL™ YOUTH vs placebo *in vivo*

- Skin appearance looks 6 years younger in just 2 weeks. +24% improvement of skin texture and smoothness after 2 weeks
- -17% wrinkle volume reduction on crow's feet after 3 months
- +18% skin elasticity improvement after 2 months

Study design:

- Two groups of 25 volunteers each (female with mixed skin ethnicities), aged 45–60 yo, with an average at 55 yo.
- Twice daily application with 3% ETERWELL™ YOUTH

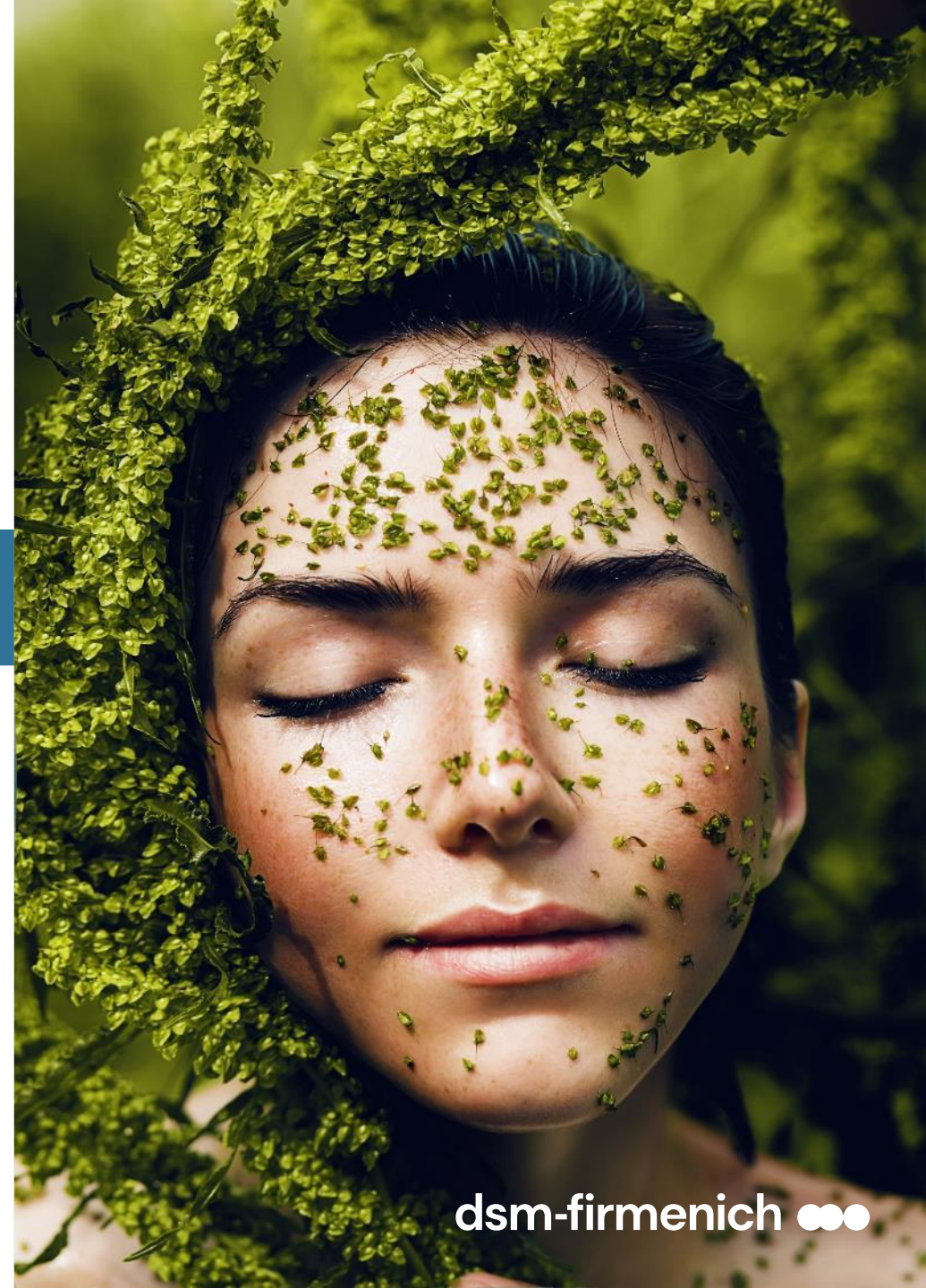
ETERWELL™ YOUTH

Key differentiators



- For the first time, full senolytic substantiation *in vitro*, *ex vivo* and *in vivo*
- Truly senolytic active:
 - acts at cellular level to clear dermo-destructive senescent cells (strong reduction of senescent cells (-52%) at very low concentration *in vitro*)
 - resulting to reduce SASPs and
 - re-boost collagen *in vitro*
- Outstanding synergetic effect of ETERWELL™ YOUTH with actives such as TGF-β and Retinol: +54% *in vitro*.
- Innovative assay on real-time apoptosis of senescent cells *in vitro* (+200% elimination of senescent cells in 48h) : nice visualization with holotomography microscope
- Holistic skin health with positive impact across all skin layers: : skin texture (looks 6 years younger in just 2 weeks), skin structure, skin elasticity and wrinkles significantly improves vs placebo after 3 months
- Holistic sustainability: short and traceable supply chain, low environmental impact, organic and fairtrade certified extract

Patent
Pending



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ETERWELL® YOUTH

ID card

INCI NAME:	Epilobium Fleischeri Leaf/Stem Extract (and glycerin, water, citric acid)		
SUSTAINABILITY:	Organic cultivation, ethical and traceable sourcing, supporting alpine biodiversity with low impact on the environment (		
TECHNOLOGY:	Gentle ethanolic extraction of dried rare alpine Willowherb plant following green chemistry principles Standardization in Flavonoids (as myricitrin) 100% of natural origin – no preservative		
TECHNICAL:	pH of use: 3.5– 5.5 Form: Liquid	Use level: 1–3% Preservative: Free	Solubility: Water Biodegradable: main components readily biodegradable
BENEFITS:	- Helps revert skin damage induced by zombie cells in excess* - Boosts collagen* - Appearance of wrinkles are significantly reduced** - Restores the skin structure with improved skin elasticity and smoothness** - Reverses the skin appearance (skin texture) by 6 years after 2 weeks only ** - Helps slow down the premature ageing of skin** - Provides a rejuvenated skin appearance with vibrant healthy looking-skin**		

REGISTRATION CERTIFICATION



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