

SYN[®]-EYE

Lineless eyes within 7 day

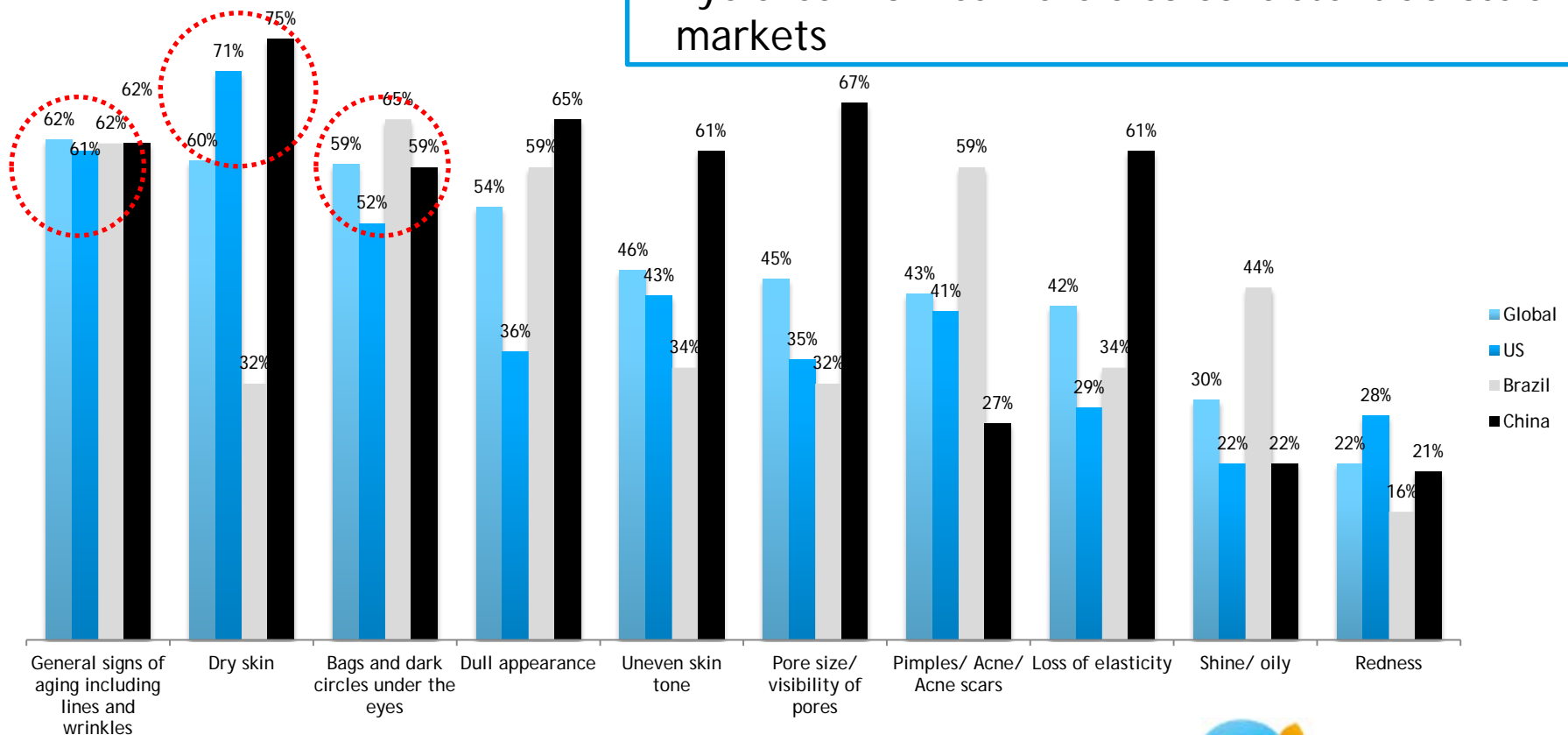
March 2016

Dr Mathias GEMPELER
Senior Marketing Manager Skin Care

- 
- **The market**
 - The product
 - Claim substantiation
 - Cosmetic use

Which facial skin problems concerns consumers most?

- General aging is by far the biggest concern across all markets
- Eye area worries were also consistent across all markets



There is a clear trend to minimize

Minimalism

From the perspective of DSM's Beauty Connection blogger platform

"I think in the cosmetics industry in the last few years, have seen an increase in people adopting a minimalistic approach. It can be anything ranging from using products that create a less is more makeup look, using cosmetics that contain minimal ingredients and ingredients that are natural/ from an organic source to adopting a more simple/minimalist techniques or tools they use for their skin."
- UK Female Beauty Conn

From confusion to clarity

Less is more



Heightened confusion at shelf - so many claims, ingredients and formats.

More for less



People are demanding same results for less cost

Push back perfection



Push back from "perfect look" for

A need for simplicity

What this means? This can manifest in two very different ways...

SPECIALISATION



Product contains a few key ingredients that focus on a single task

GENERALISATION



One product does many tasks

2 interpretation of this trend

What this means? This can manifest in two very different ways...

SPECIALISATION



Product contains a few key ingredients that focus on a single task

GENERALISATION



One product does many tasks

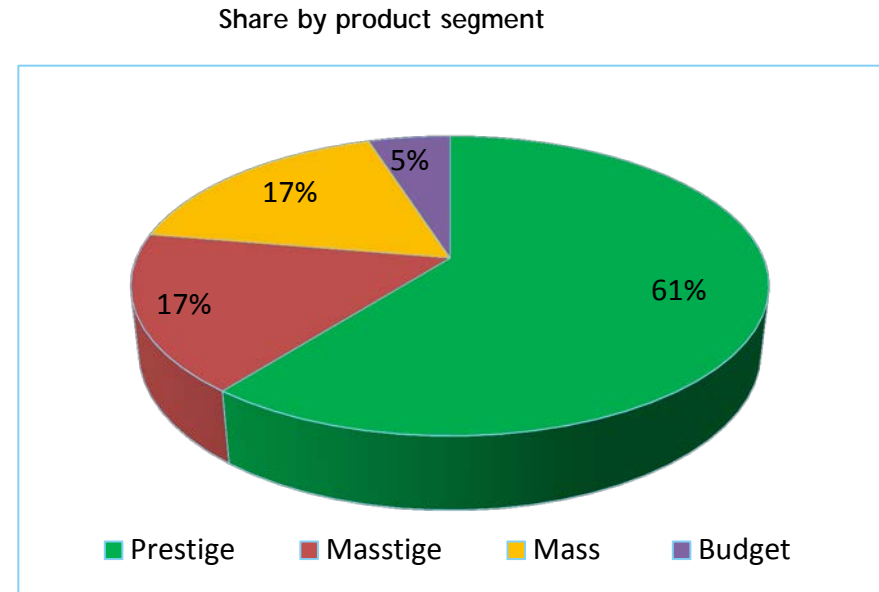
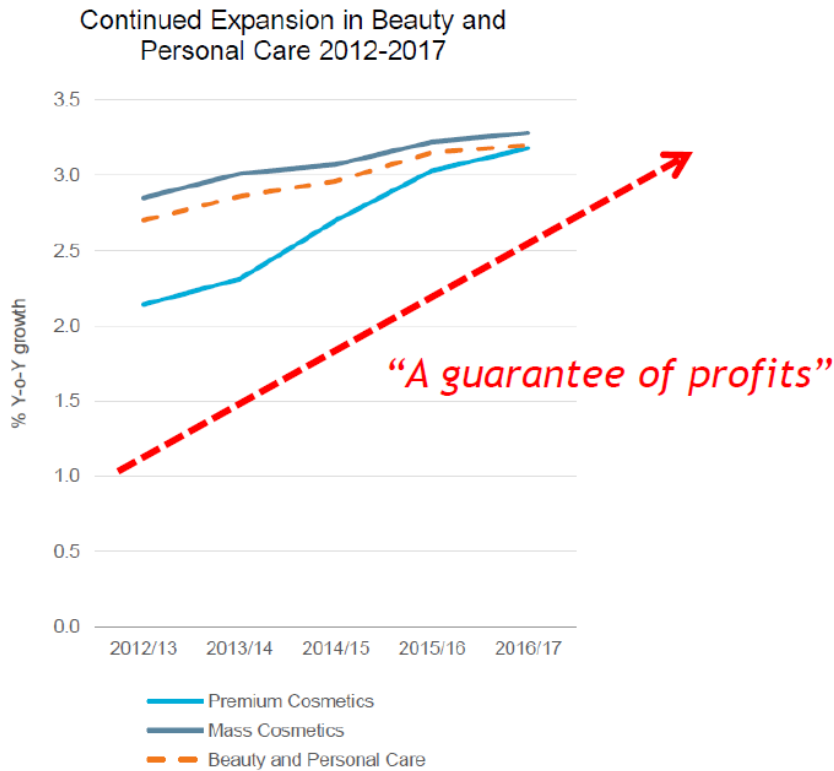
The minimalists focuses on using just a handful of products that do their job, and do it well.

By adopting a "less is more" philosophy, consumers are able to reduce time and money spent on their beauty routine and instead allocate it towards more meaningful experiences that enrich their lives.



Eye care products: A great opportunity

- Eye care creams are the second best selling product form after day creams
- Eye care products offer a nice opportunity in terms of profitability



Consumer expectations for eye care products

Reduction of puffiness

Reduction of wrinkles and fines lines

Reduction of dark circles

Fast results

Less tired – more energetic

Overall anti-ageing effect

Illuminating



Consumer reality

"Used this cream every single night for 3 weeks...and it CAUSES wrinkles."

"I don't see any improvement after two weeks. I wish I could return it."

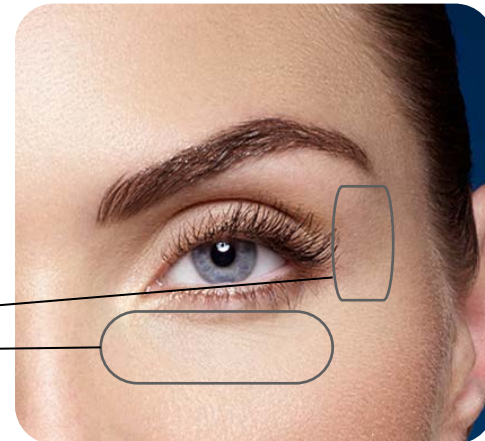
"After almost a month, of usage I have not seen any improvement"

- 
- The market
 - *The product*
 - Claim substantiation
 - Cosmetic use

Project brief:

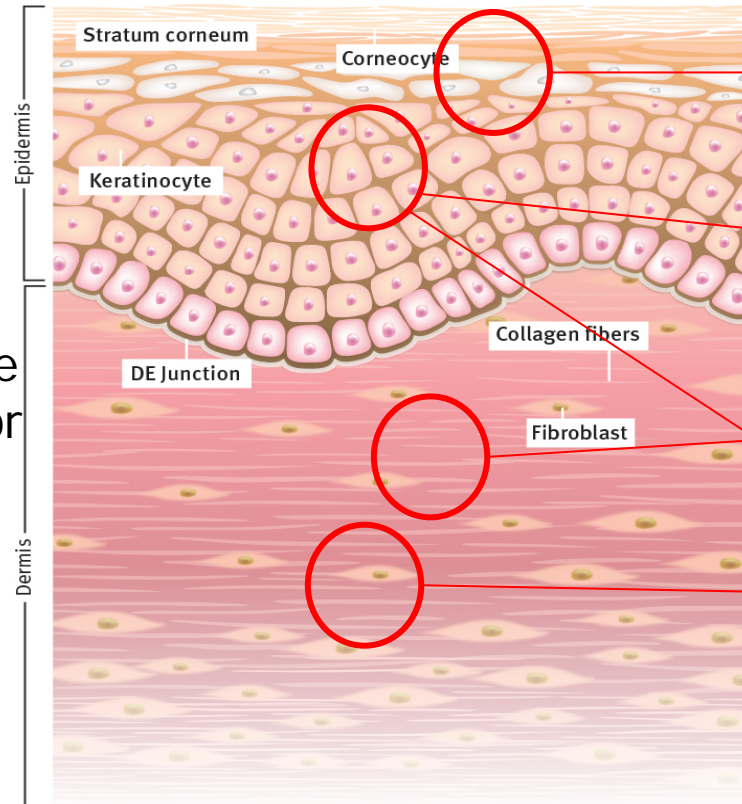
Superior activity in terms of speed and effectiveness

- 1) Multifunctional activity for the eye zone
- 2) Fast, visible, and measurable benefits on eye expression lines
- 3) Effect on dark circles
- 4) China listed
- 5) Outperform market benchmark
- 6) Good consumer acceptance
- 7) Peptide as key part of the complex



Focusing on the two
main areas of concern:
Wrinkles and dark circles

SYN[®]-EYE - 4 in1 complex- mechanism based on *in vitro* data



Moisturizes the stratum corneum

Stimulates epidermal renewal

Helps to reduce irritation processes

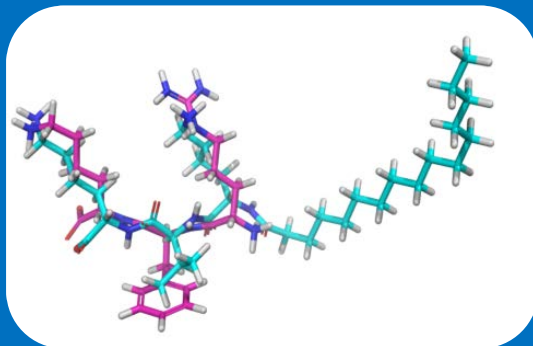
Stimulates the Collagen synthesis

- Combines SYN[®]-peptide know how with superior bioactives
- Multi-target science based approach
- Fight against most common concern in eye care

SYN[®]-EYE- a powerful 4-in-1 multifunctional product

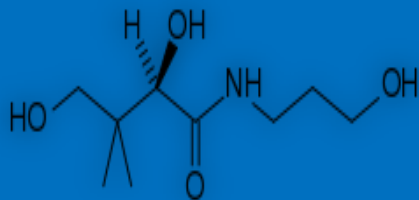
Palm-Lys-Val-Lys-OH *

- ✓ Protects from collagen network degradation
- ✓ Boosts collagen production



Panthenol *

- ✓ Helps to keep the skin moist and supple
- ✓ Inhibits irritation and reddening



Dunaliella salina extract *

- ✓ Energizes and protects *in vitro* mitochondria
- ✓ Stimulates *in vitro* epidermal renewal



HA (350-550 kD)**

- ✓ Excellent moisturizing benefit
- ✓ Anti-wrinkle and firming effect



* DSM internal studies

** M. Farwick; Low Molecular Weight Hyaluronic Acid: Its Effects on Epidermal Gene Expression and Skin Ageing

SYN[®]-EYE - full composition breakdown

Product code: 50 3832 9

Composition (Further details see PDS)

INCI name	Content	CAS No.	EINECS/ELINCS
Palmitoyl Tripeptide-5	0.1-1 %	623172-56-5	none
Panthenol	25-50 %	81-13-0	201-327-3
Sodium Hyaluronate	0.1-1 %	9067-32-7	none
Dunaliella Salina Extract 1)	1-5 %	92128-82-0	295-780-4
Phenoxyethanol 2)	1-5 %	122-99-6	204-589-7
Citric Acid	0.1-1 %	77-92-9	201-069-1
Sodium Benzoate 2)	0.1-1 %	532-32-1	208-534-8
Ethylhexylglycerin	0.1-1 %	70445-33-9	408-080-2
Potassium Sorbate 2)	< 0.1 %	24634-61-5	246-376-1
Pantolactone	< 0.1 %	599-04-2	209-963-3
Aqua	>50 %	7732-18-5	231-791-2

1) Previous INCI name: Algae Extract

2) regulated as preservative in cosmetics in some countries, e.g. Europe, China, Japan



- 
- The market
 - The product
 - ***Claim substantiation***
 - Cosmetic use

SYN[®]-EYE - 4 in 1 complex *in vivo* efficacy



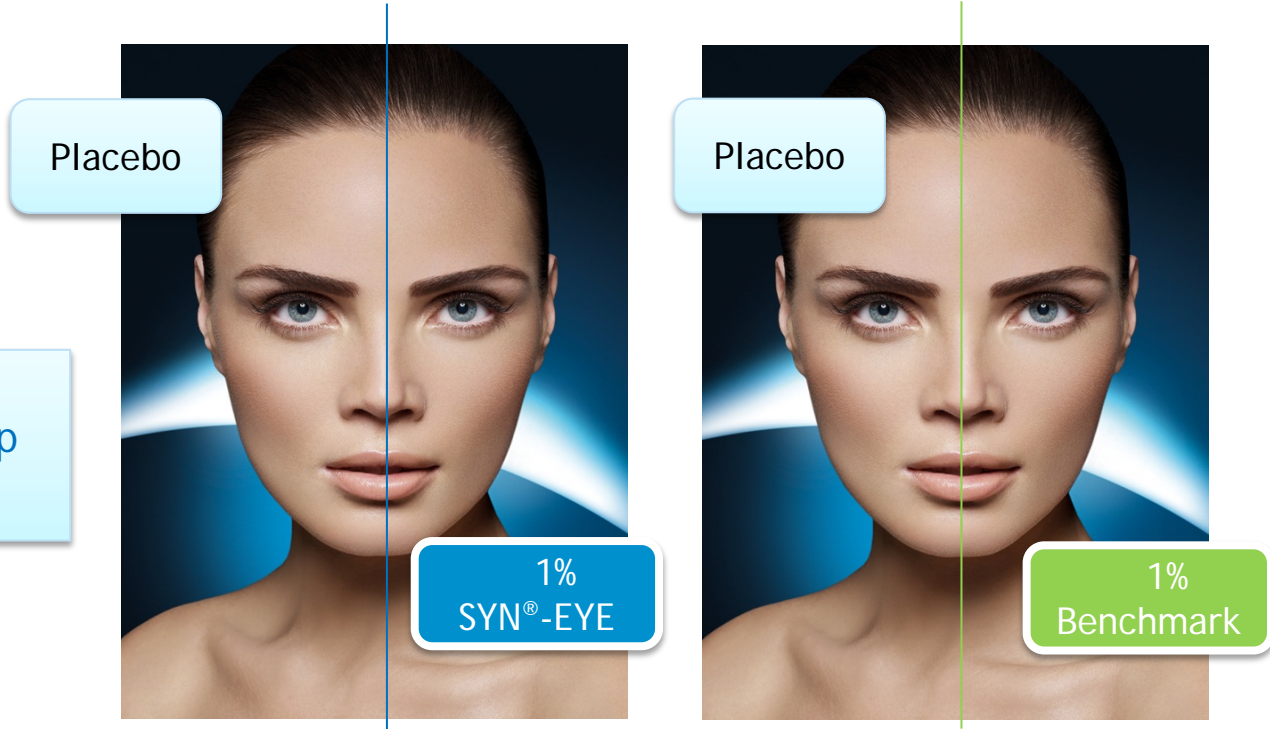
SYN[®]-EYE *in vivo* efficacy

Study design

NEWTONE  *image' in all*


Laboratoire
DermScan
CLINICAL STUDIES OF COSMETICS,
HYGIENE PRODUCTS AND FOOD SUPPLEMENTS

Kinetics: t= 0,1,2,4 weeks



- 30 French female volunteers per group
- 35-55 years old

- 1 Dermatop[®]
- 2 Macro-pictures (analyze by Newtone)
- 3 Panelists' self-assessment

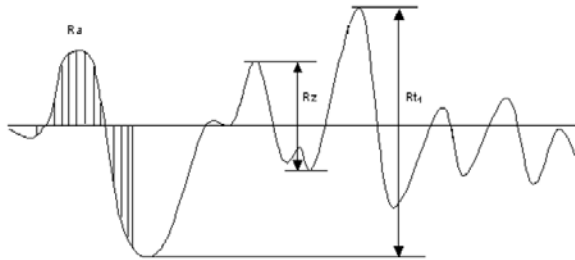
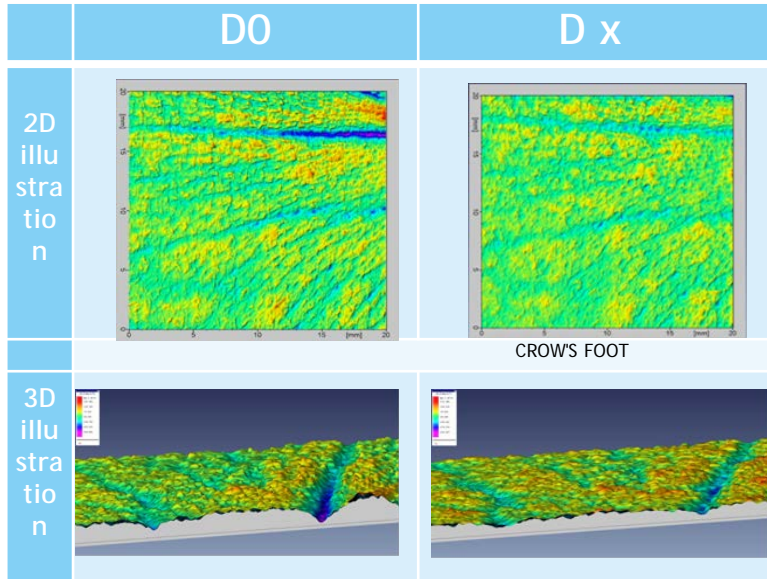
SYN[®]-EYE *in vivo* efficacy

Tested formulations

		Placebo	1% SYN [®] -EYE	1% Benchmark
Trade Name	INCI	control base placebo	1% SYN [®] -EYE	1% Benchmark
Amphisol K	POTASSIUM CETYL PHOSPHATE	1.00	1.00	1.00
Ecorol 16/98P	CETYL ALCOHOL	3.00	3.00	3.00
Cutina CP	CETYL PALMITATE	1.50	1.50	1.50
Eutanol G	OCTYLDODECANOL	3.00	3.00	3.00
Pemulen TR-1	ACRYLATES/C10-30 ALKYL ACRYLATE CROSSPOLYMER	0.10	0.10	0.10
Butylenglycol	BUTYLENE GLYCOL	3.00	3.00	3.00
Water dem.	AQUA	84.81	83.81	83.81
Dow Corning 345 Fluid = Xiameter PMX 345 Fluid	CYCLOPENTASILOXANE; CYCLOHEXASILOXANE	2.50	2.50	2.50
Natrium hydroxid 30%	AQUA; SODIUM HYDROXIDE	0.09	0.09	0.09
1% SYN [®] -EYE			1.00	
Euxyl PE 9010		1.00	1.00	1.00
Benchmark				1.00

SYN[®]-EYE *in vivo* study

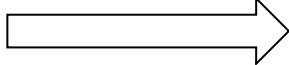
Anti-wrinkle measurements

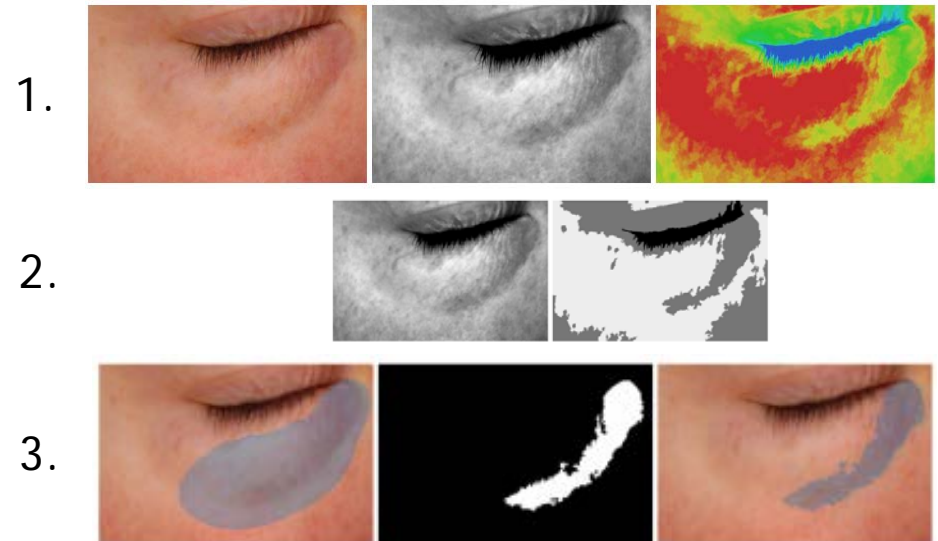


Parameter studied on each profile (the analysis is made on the average of 50 profiles):

- Ra:** the average roughness (in μm): defined like the ratio between the surface integrated around the mean value on the profile length. A decrease in Ra characterizes a **smoothing effect**.
- Rz:** the average relief (in μm): average value of all the maxima (between peaks and hollow) on the profile length. A decrease in Rz characterizes an **anti-wrinkle effect**.
- Rt:** the amplitude (in μm): average value of the five highest maxima (between peaks and hollow) on the profile length. A decrease in Rt characterizes an **anti-wrinkle effect**.

Dark circle measurements

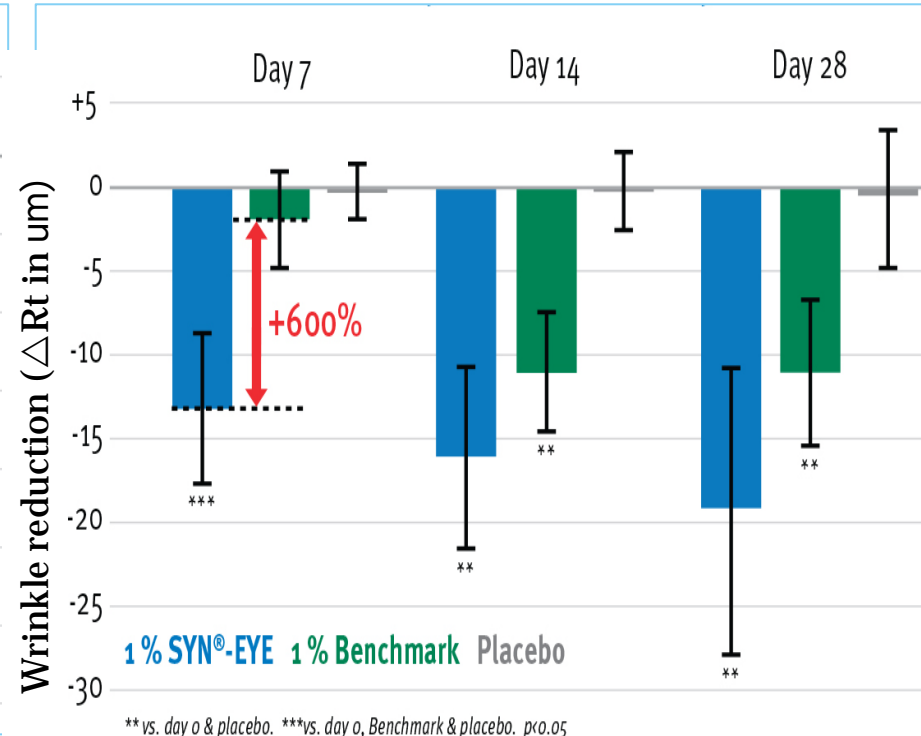
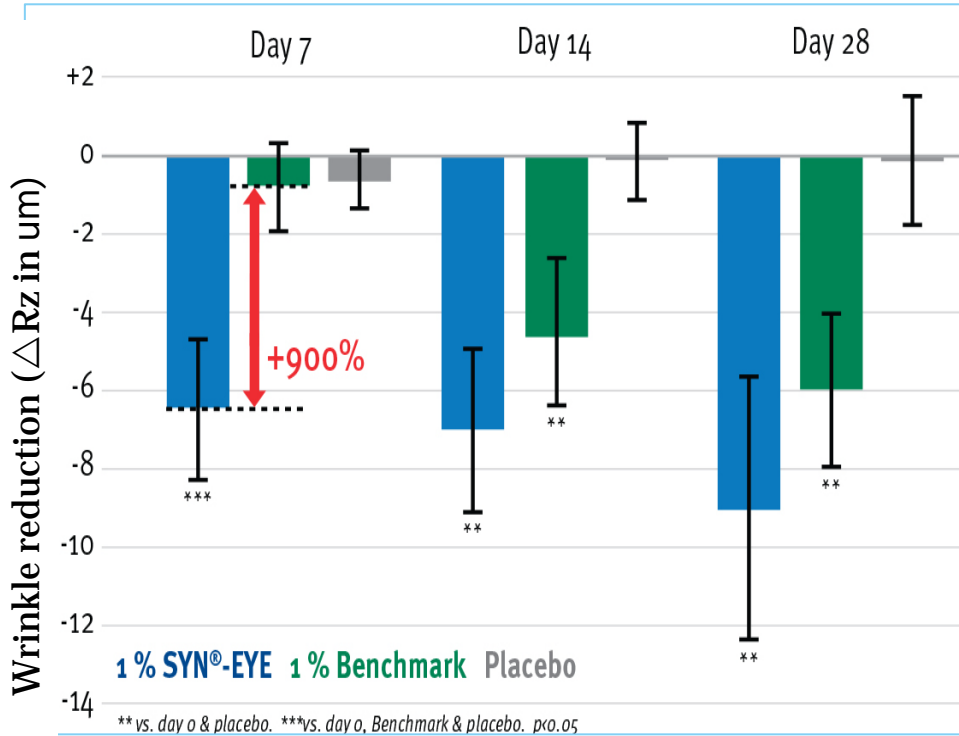
D0  Dx



Measuring principle:

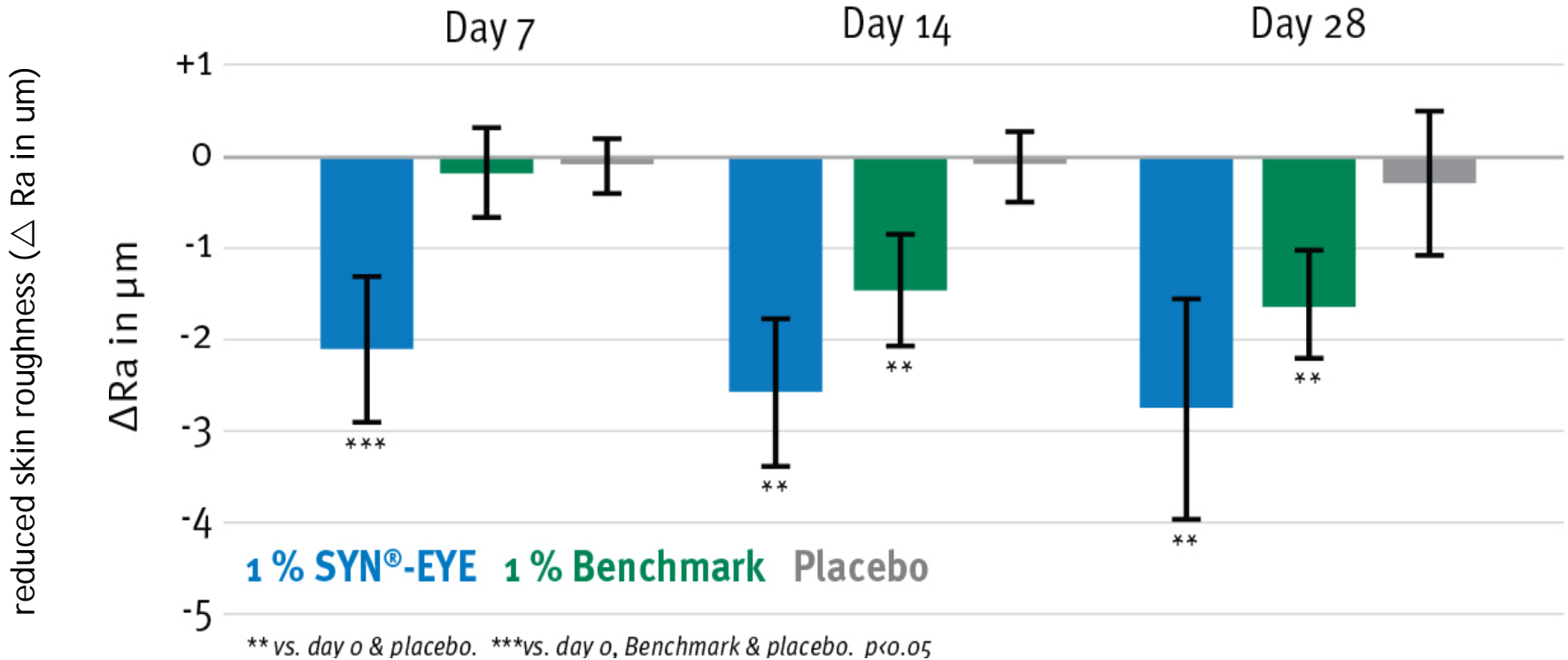
- “K-Mean Algorithm” applied for each half-side on each volunteer
- Definition of specific axis
- Region of interest
- Classification

SYN[®]-EYE - visible anti-wrinkle effect in 7 days



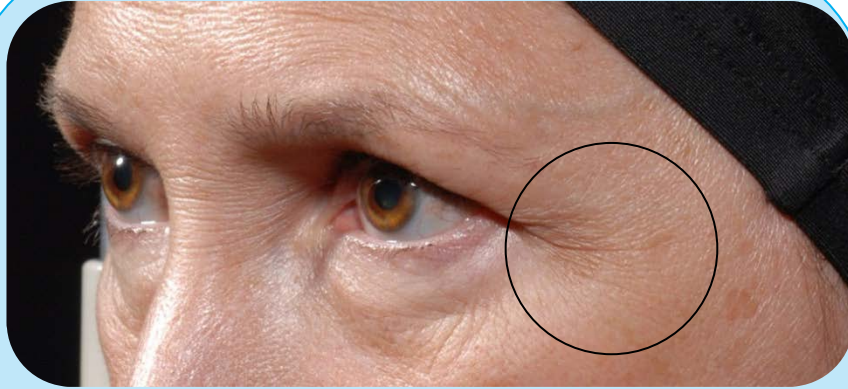
Significant effects compared to benchmark and placebo and day 0

SYN[®]-EYE - skin smoothing in 7 days



Significant
compared to bench
mark and placebo

SYN[®]-EYE - visible effect on fine lines and wrinkles



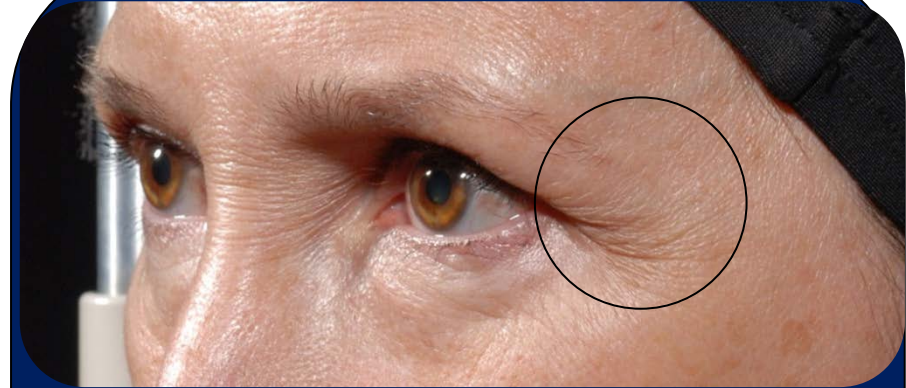
Placebo: Day 7



7 DAYS ONLY!



SYN[®]-EYE: Day 7



Placebo: Day 28

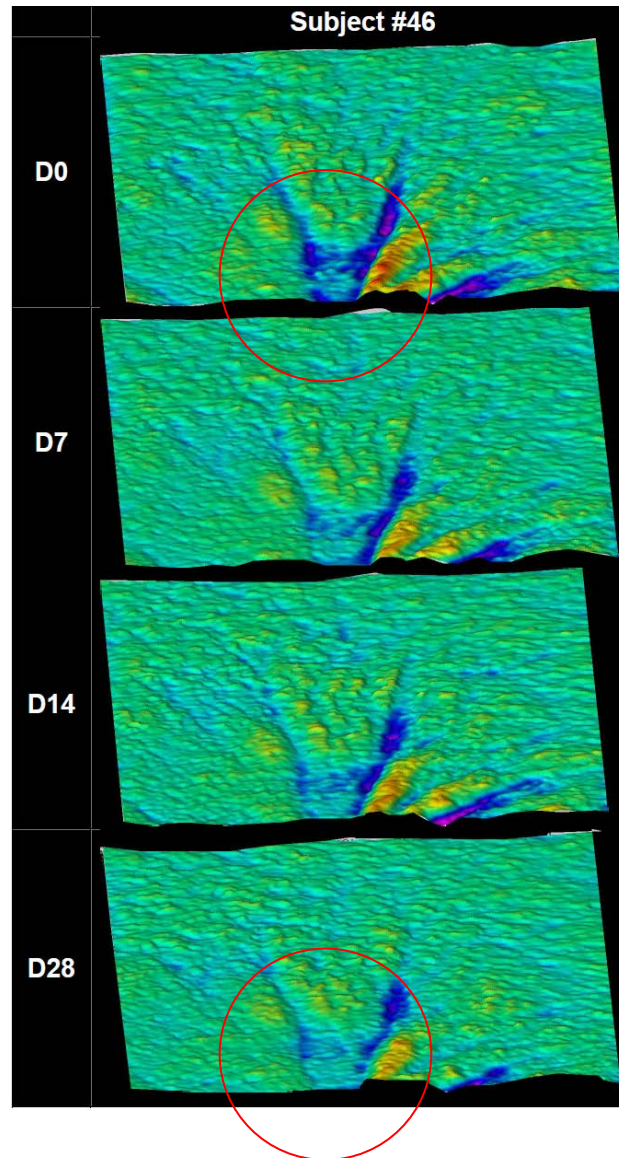


1 MONTH



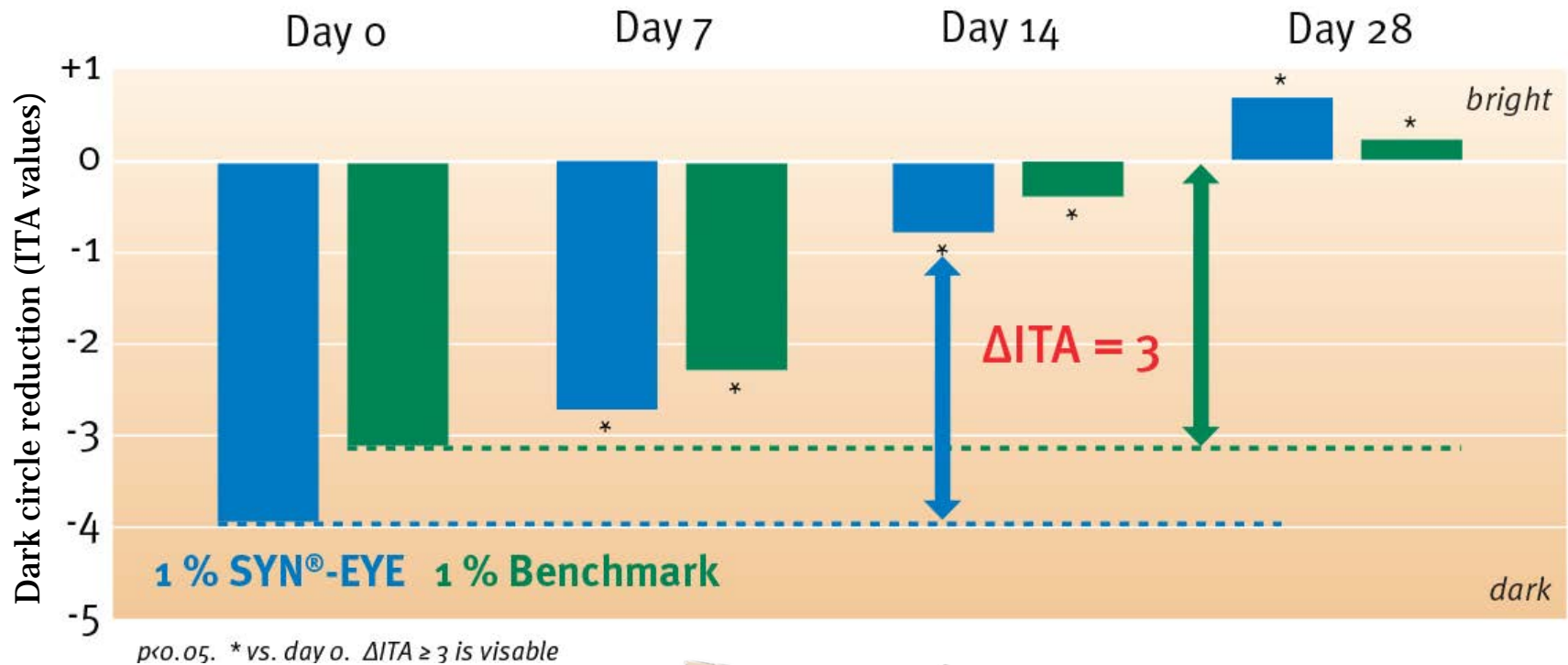
SYN[®]-EYE: Day 28

SYN[®]-EYE visible effect on fine lines and wrinkles




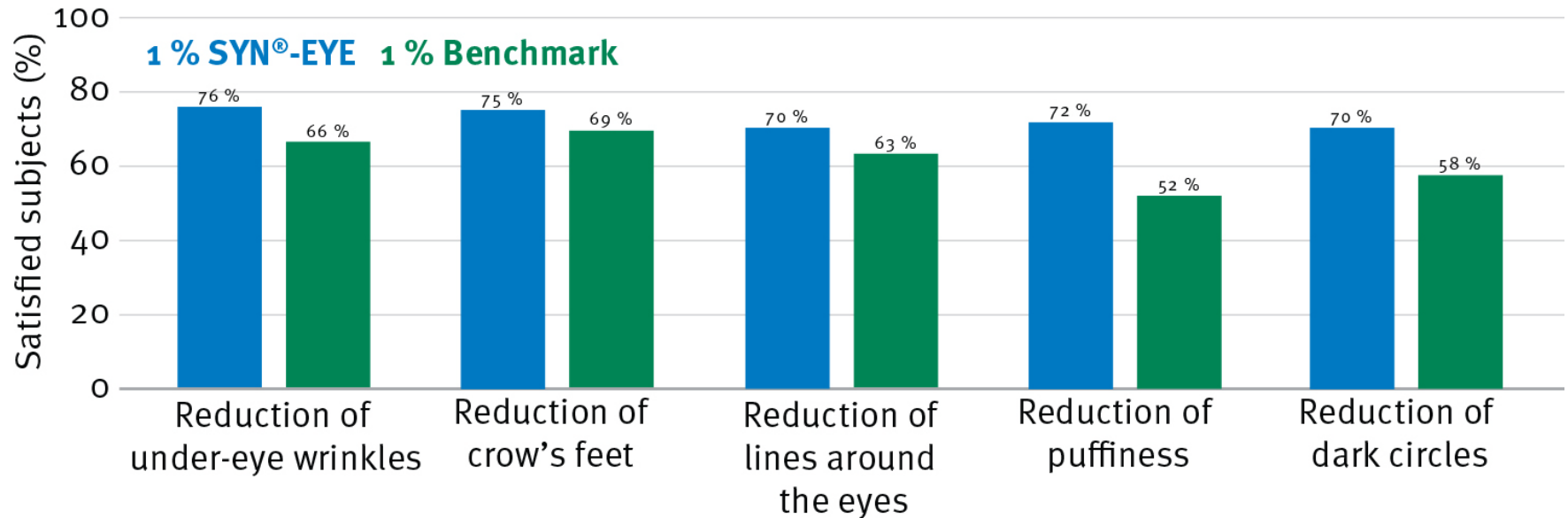
Continuous improvement
During application
is visible

SYN[®]-EYE- effect on skin color in the dark circle area



Visible difference
after only 14
days

Consumers confirmed outstanding activity of SYN[®]-EYE



Higher consumer acceptance for all parameters compared to benchmark

- 
- The market
 - The product
 - Claim substantiation
 - *Cosmetic use*

SYN[®]-EYE

Cosmetic use

SYN[®]-EYE for
multifunctional eye
care products with
focus on speed and
visible efficacy

- Fast acting eye care formulas
- Anti-aging eye care products to minimize the visual aspect of lines and wrinkles
- Product that focus on youthful, fresh and smooth skin
- Multi functional eye care products
- Ensures consumer acceptance
- Products that requires ingredients listed in China

SYN[®]-EYE

Formulation Guidelines

SYN[®]-EYE the easy
choice for
formulators

- Completely miscible with water
- The pH-value of the formulation should be adjusted in the range of 5.0-6.0
- It should be processed cold by addition to the formulation at a temperature below 40°C
- Should be stored at a temperature between 2 and 8 C°
- The addition of 1% of SYN[®]-EYE is recommended
- It additionally contains Phenoxyethanol, Sodium Benzoate, and Potassium Sorbate

SYN[®]-EYE - advanced eye perfection cream:

SYN[®]-EYE formula has been adapted to the need of eye care products

This newly developed cream helps you to experience a new level of eye care perfection.

Phase	Ingredient	INCI name	% w/w
A	WATER DEM.	AQUA	57.64
B	Emulium Mellifera Cetiol SB-45 Phenoxyethanol Dow Corning 9041 Silicone Elastomer Blend	POLYGLYCERYL-6 DISTEARATE, JOJOBA ESTERS, POLYGLYCERYL-3 BEESWAX, CETYL ALCOHOL BUTYROSPERMUM PARKII BUTTER PHENOXYETHANOL DIMETHICONE, DIMETHICONE CROSSPOLYMER	4.00 9.00 0.80 25.00
C	SYN [®] -EYE	AQUA, PANTHENOL, PALMITOYL TRIPEPTIDE-5, HYALURONIC ACID, PHENOXYETHANOL, SODIUM BENZOATE, POTASSIUM SORBATE, ETHYLHEXYLGLYCERIN, CITRIC ACID, ALGAE EXTRACT	1.00
D	Viscolam AT 100EF	NOT YET KNOWN	1.50
E	Citric Acid Anhydrous WATER DEM.	CITRIC ACID AQUA	0.06 1.00

Procedure

1. Heat phase A and phase B in different flasks to 75°C.
2. Add B to A under stirring followed by homogenization for 10 minutes.
3. Let cool down under stirring.
4. At a temperature below 35°C, add C followed by D.
5. Finally, adjust pH with E while stir slowly for 30 min.



SYN[®]-EYE - product summary

Lineless eyes within 7 days

SYN[®]-EYE helps to make your products successful in the markets



- ❖ Works significantly within 7 days
- ❖ Shows better activity than tested bench mark product
- ❖ Reduces the appearance of lines and wrinkles around the eye
- ❖ Reduces the appearance of dark circles
- ❖ Improve skin texture and smoothens the delicate skin eye area
- ❖ Moisturizes, protects, and energizes the skin around the eyes



Disclaimer formulation guideline

“This information is for illustration purposes only and based upon our current knowledge and experience at the time of printing. We do not make any representation or warranty of any kind, express or implied, including merchantability or fitness for a particular use, with respect to such information or its application. Use of this information is at your discretion and risk. Nothing herein relieves you from carrying out your own suitability determinations and tests. You are responsible for observing all laws and regulations relevant to your products, uses or processes. We do not assume any liability in connection with your product and its use. The foregoing information and suggestions are also provided without warranty of non-infringement as to the intellectual property rights of third parties, and shall not be construed as any inducement to infringe the rights of third parties.”)

Disclaimer

Copyright © 2014 DSM Nutritional Products, 4002 Basel, Switzerland.

www.dsm.com/personal-care. All rights reserved.

Although DSM has used diligent care to ensure that the information provided herein is accurate and up to date, DSM makes no representation or warranty of the accuracy, reliability, or completeness of the information. This presentation only contains scientific and technical information for business to business use. Country- or region-specific information should also be considered when labeling or advertising to final consumers. This publication does not constitute or provide scientific or medical advice, diagnosis, or treatment and is distributed without warranty of any kind, either expressly or implied. In no event shall DSM be liable for any damages arising from the reader's reliance upon, or use of, these materials. The reader shall be solely responsible for any interpretation or use of the material contained herein. The content of this document is subject to change without further notice. Please contact your local DSM representative for more details. All trademarks listed in this brochure are either registered trademarks or trademarks of DSM in The Netherlands and/or other countries unless explicitly otherwise stated.



BRIGHT SCIENCE. BRIGHTER LIVING.™