



## pure beauty® Total Body Cream

### What is NMF (Natural Moisturizing Factor) And Why Is Essential for Your Skin?

One of the mechanisms developed by epidermis the outer layer of the skin is the ability to produce chemical protective coat called Natural Moisturizing Factor (NMF) responsible for keeping the adequate hydration of stratum corneum the outermost part of the epidermis.

### Proper hydration of stratum corneum is crucial for healthy skin in three different ways:

- 1-Helps to maintain skin elasticity. An elastic skin is less prone to the mechanical damage.
- 2-Activates hydrolytic enzymes, water-depended substances responsible for cutting larger molecules into smaller pieces, necessary in desquamation process, natural dead skin shedding.
- 3-Supports barrier function of stratum corneum, which protects the underlying cells from infection, dehydration and chemical damage.

## FILAGGRIN

Filaggrin is a protein that is vital for skin cells to mature properly into the tough, flat corneocytes that form the outermost protective layer of our skin. This skin is called the cornified cell envelope (CCE).

Filaggrin (filament aggregating protein) is a filament-associated protein that binds to keratin fibers in epithelial cells. Ten to twelve Filaggrin units are post-translationally hydrolyzed from a large profilaggrin precursor protein during terminal differentiation of epidermal cells.

In humans, profilaggrin is encoded by the FLG gene, which is part of the S100 fused-type protein (SFTP) family within the epidermal differentiation complex on chromosome 1q21.

Three years ago, a groundbreaking publication was released that showed the importance of the Filaggrin. The publication came from Professor Irwin McLean's group and showed that lack of the Filaggrin protein is the real cause for skin dryness and what it comes with it like: dryness, redness,



### Here come Sederma, a member of the Croda International Group to develop Revidrate™

## REVIDRATE™ (FILAGGRIN BOOSTER)

INCI Name: Ethylhexyl Palmitate (and) Sorbitan Oleate (and) Sorbitan Laurate (and) Myristyl Malate Phosphonic Acid  
Revidrate™ recreates the skin's own natural moisture by supporting the water and lipid balance in the epidermis and this done by boosting Filaggrin. It acts on the active layer of the epidermis to promote the skin's natural moisturizing factor (NMF) and maturation of the stratum corneum (cornified cell envelope and intercorneocyte space) for a more perfectly constructed epidermis.

## PURE BEAUTY USE OF REVIDRATE™ TECHNOLOGY

Revidrate™ Technology could be used on all moisturizing products for face and body for men and women giving pure beauty the edge it needs to excel in this field (Skin Dryness).



# REVIDRATE™

## Function:

Recreates the skin's own natural moisture by supporting the water and lipid balance in the epidermis.

## Definition:

Myristyl Phosphomalate, a phosphorylated complex lipid, in an oil soluble excipient.

## Properties:

Acts on the active layer of the epidermis to promote the skin's natural moisturising components and maturation of the stratum corneum (cornified cell envelope and intercorneocyte space) for a more perfectly constructed epidermis.

## Characteristics:

Stimulates the entire Natural Moisturising Factor (NMF) production pathway through the increase of profilaggrin, filaggrin, and the enzymes filaggrinase and caspase-14. Also, activates glycerol synthesis in keratinocytes.

## Points of interest:

Mimics the natural bioactive phospholipid, sphingosine 1-phosphate, that stimulates keratinocyte maturation and filaggrinase activity.

## INCI Name (proposed):

(Check PCPC on-line dictionary for latest INCI name) Ethylhexyl Palmitate – Sorbitan Oleate – Sorbitan Laurate – Myristyl Phospho-Malate

## Applications:

All moisturizing products for face and body for men and women.

## Formulation:

Oil soluble. Incorporate in oil phase at 25°C - 80°C ( 2 hours max.) before creating the emulsion.

## Recommended use level:

3% pure beauty Moisturizing Cream superior effectiveness powered by Revidrate™ technology reconstructs the natural hydration of the skin by preserving water in skin's layers. This advanced moisturizer stimulates the protection layers in skin giving its upper layer unprecedented softness. Also amazing Argan oil found in this moisturizer cream offers antioxidant effect and deep smoothness to the skin.

## Ingredients:

Aqua, C12-15 Alkyl Benzoate, Glyceryl Stearate, Cetearyl Alcohol, Isopropyl Myristate, Glycerin, PEG-100 Stearate, Argania Spinosa (Argan) Kernel Oil, Ethylhexyl Palmitate, Tocopheryl Acetate, Carbomer, Sorbitan Oleate, Sorbitan Laurate, Myristyl Malate Phosphonic Acid, Triethanolamine, Parfum (Fragrance), Phenoxyethanol, Potassium Sorbate.



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