



P & B GROUP

PHARMA AND BEAUTY



ADVANCED WATER S100

A New Generation of Ionized Water

After more than 50 years
of research on functional
water in Japan

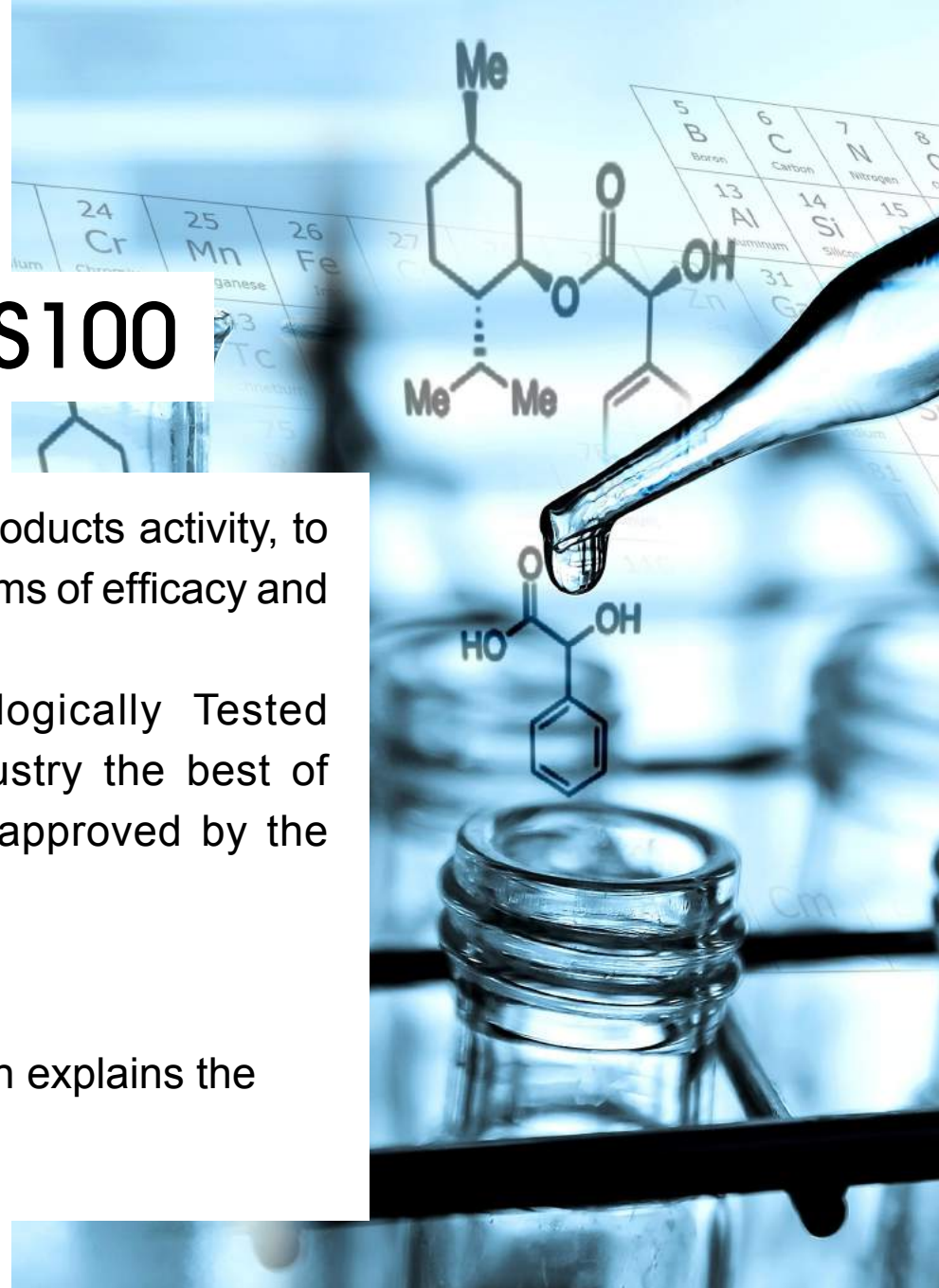


ADVANCED WATER S100

ADVANCED WATER S100 boosts your products activity, to answer increasing consumers' needs in terms of efficacy and selection of ingredients.

This Innovative Green and Dermatologically Tested Technology brings to the cosmetic industry the best of historical Electrolyzed Reduced Water (approved by the Japanese pharmacopeia in 1999) but with,

- ✓ a long term stability and
- ✓ a unique mineral composition which explains the incredible effect on skin health.





TECHNOLOGY



EFFICIENCY



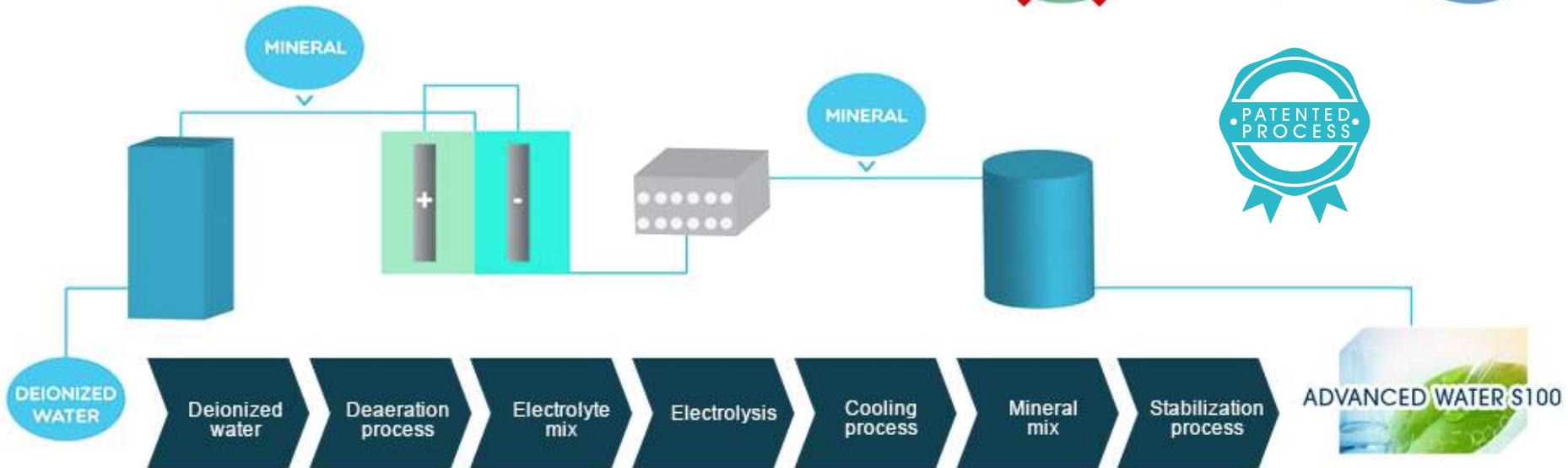
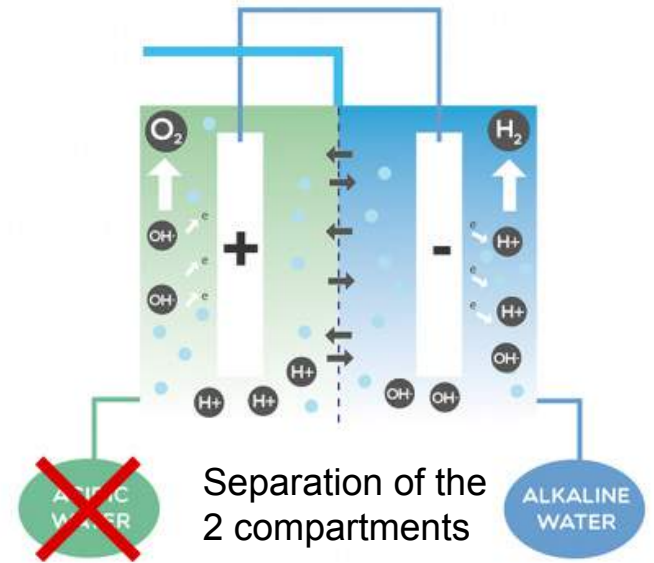
PHYSICO-CHEMICAL PROPERTIES



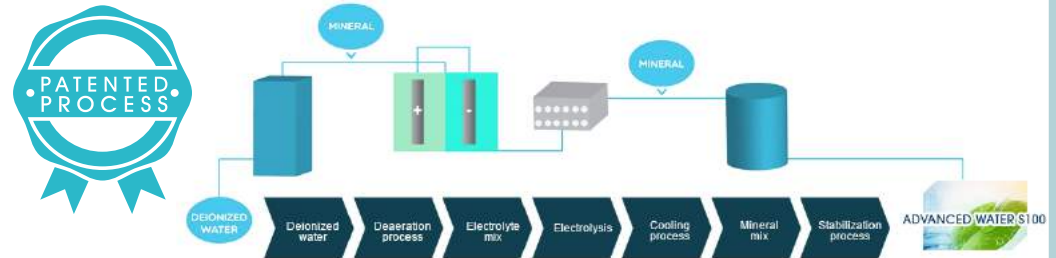
FORMULATION



- ✓ A unique patented electrolytic process
- ✓ Unique properties and performances
- ✓ Superior stability, more than 3 years



**A Unique patented process
by electrolysis**



**A unique mineral and
electronic composition with
high reducibility**

- ✓ Silicon (10 \neq molecules)
- ✓ Phosphorus
- ✓ Magnesium
- ✓ Calcium
- ✓ OH⁻ ion

**Providing unique
performances**

- ✓ Cosmetic
- ✓ Microbiologic
- ✓ Tolerance

After 24 years of immersion:
total protection from oxydation



Dermatological properties

1. WoundCare - Leg ulcers



2. WoundCare - IIb degree burn



3. DermalCare - atopic dermatitis



Tetsuo Shu, The treatment effect of the atopic dermatitis by electrolytic reduction ion water, Drug Discoveries & Therapeutics. 2010; 4(6):499-503.
Tetsuo Shu, The treatment effect of the burn wound healing by electrolytic-reduction ion water

Proven efficacy in hospital

- ✓ Burn wound healing
- ✓ Ulcers
- ✓ Atopic dermatitis
- ✓ Acne

Transferred to

Cosmetic field

- ✓ Skin barrier function improvement
- ✓ Skin quality improvement

Skin barrier function and skin quality improvement proven by dermatologists and ophtamologists

SCORAGE under dermatologist control % of improvement:

✓ Anti-fatigue effect	+57%
✓ Brightening effect	+68%
✓ More uniformed complexion	+54%
✓ Less visible pores	- 48%
✓ Soothing effect	+77%

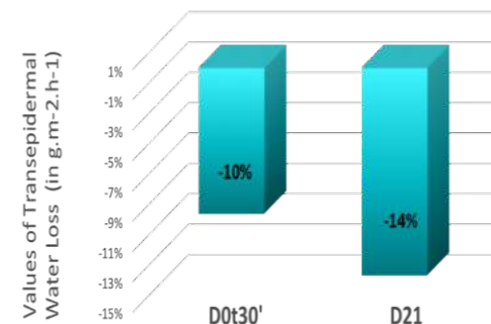
SELF EVALUATION % of volunteers:

✓ Softer skin for	81%
✓ Protected skin for	91%

TEWL MEASUREMENT

Decrease of water loss mesured on 100% of volunteers

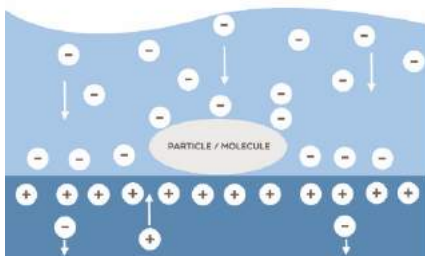
Significative improvement of skin barrier function +14% after 21 days of treatment



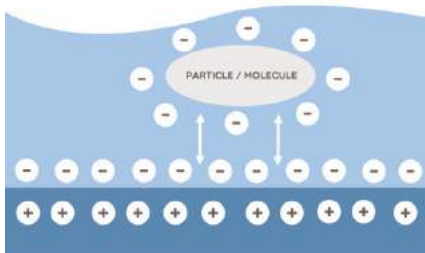
Clinical study, 22 women, 21 days twice a day : Evaluation of the cutaneous and ocular acceptability and efficacy of ADVANCED WATER S100 30% in aerosol

Cleansing and purifying power thanks to exceptional ionic properties

Efficacy thanks to high concentration of negative ions OH⁻



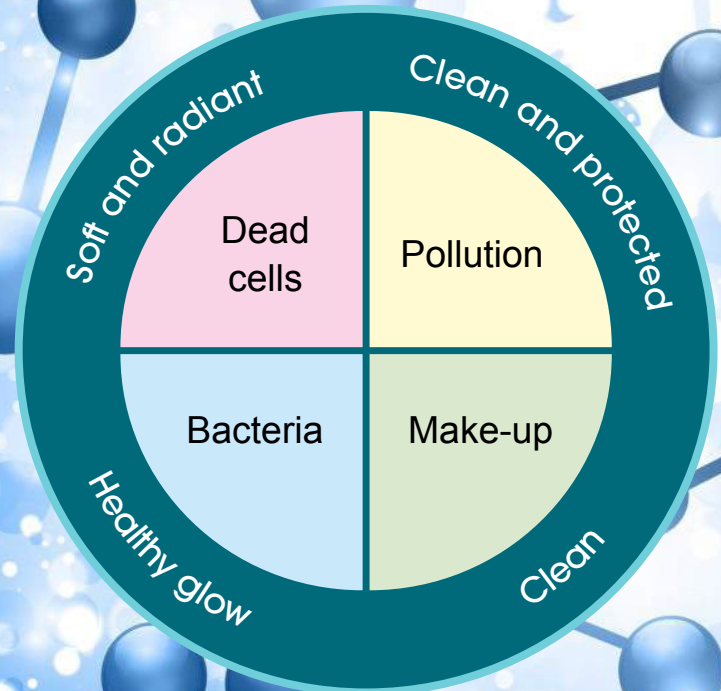
Surface ionization



Repulsion of the particles

Safe due to absence of NaOH & KOH

Cleansing efficacy and protection on most types of particles for a large scope of skin benefits



Cleansing efficacy of pollution particles: Clinical evaluation

Illustration of the results



The quantity of micro-particles removed from the skin is significantly superior with **Advanced Water S100*** compared to tap water (without addition of surfactant).

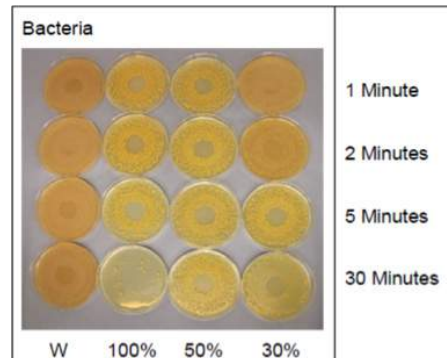
This illustrates its unique ionic power.

Cleansing effect against particles, Clinical test on 20 women, after a single application: image acquisition

*Product 2111.01 = Advanced waterS100 diluted (30%)

A new formulation tool which replaces or limits polemic ingredients to meet consumers' expectations for « Cleaner formula »

✔ **PRESERVATIVES FREE** thanks to antimicrobial capacity



Bacteria
Pseudomonas aeruginosa
Staphylococcus aureus
Escherichia coli
Proteus mirabilis
Pluralibacter gergoviae

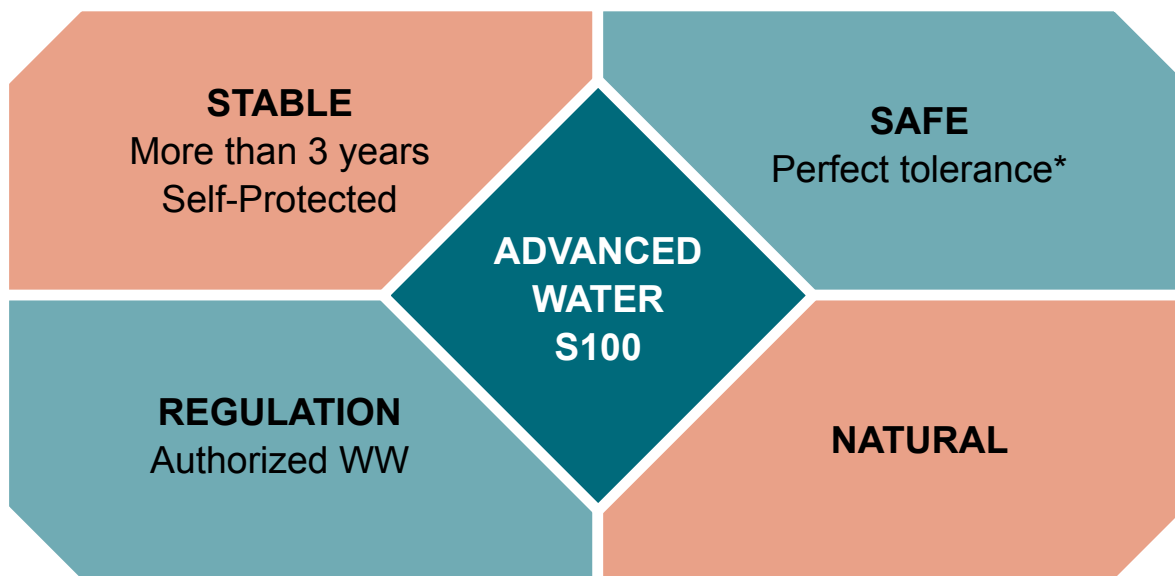
Antimicrobial capacity proven with success on Advanced water S100 and diluted in different galenic forms: challenge tests are conform even on aged products (ISO 11930)

- ✔ Preserve skin microbiota
- ✔ No Anti-oxidants
- ✔ No pH adjustment agent: No Soda, No Potash
- ✔ Reduced quantity of surfactant

**Possible to formulate most of the cosmetic galenic forms
(with specific rules)**

P&B Laboratory has developed **3 years of expertise in incorporating Advanced Water S100** in skin cleansers and leave-on products.

A dedicated team will be pleased to assist you for new products developments.



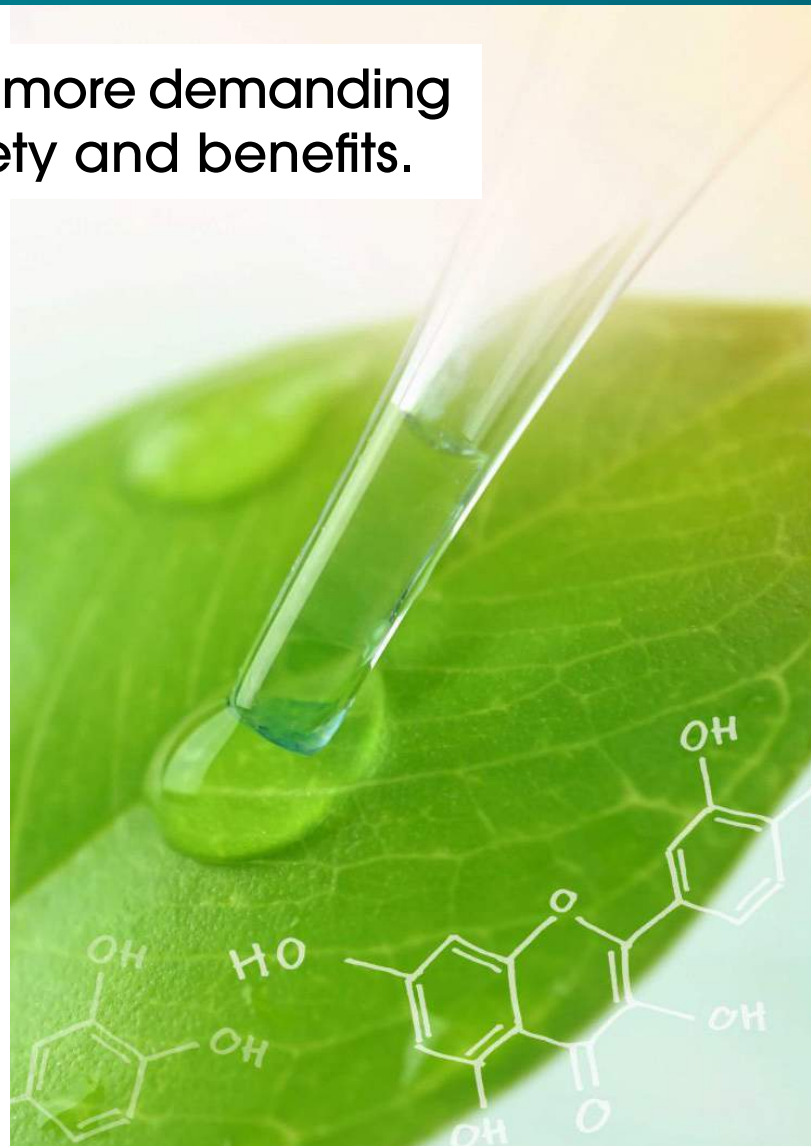
*Dermatologically tested 21J on full face (Advanced water S100 30%)

*Patch-test: non irritant (48h, 10 volunteers, Advanced Water S100)

*Human open test : very good skin compatibility (5 days, 10 volunteers, Advanced Water S100)

A product portfolio which responds to the more demanding consumers in terms of composition, safety and benefits.

- ✔ **UNIQUE/ NEW/ PATENTED**
- ✔ **FREE OF: Preservative, Silicone, Alcohol, Perfume, Colorant, GMO, allergen**
- ✔ **OPTIMIZED TOLERANCE**
- ✔ **NATURAL ORIGIN (% of natural origin on request)**
- ✔ **BOOSTED EFFICIENCY**
- ✔ **MADE IN FRANCE, according GMP**
- ✔ **ALLOWED WW (EU, US, CHINA)**



	Description/ Benefits	Key Ingredients	% of Advanced water S100	Time to market
Advanced Water S30	Mist for Heathy skin Alternative to thermal water without radio- decontamina- tion treatment	Advanced Water S100	30	Ready
Micellar Advanced water	Cleans and remove make up with soft surfactants	D Panthenol	Sup 30	6 Months
Detox cleansing foam	Cleans and purify	Surfactant	Sup 30	6 Months
Purifying cleansing gel	Cleans and purify	Surfactant	Sup 40	6 Months
Jelly scrub	Smooth and hydrate	Glycerin	Sup 40	6 Months
Milk and cream	Reinforce skin barrier function	Glycerin, Vegetal oil	Sup 40	6 Months
Hand sanitizing gel	Alternative to alcoholic gel with more protection	Humectant	Sup 40	6 Months

* All formula have a challenges conform ISO 11930

THANK YOU FOR YOUR ATTENTION

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