ADVANCED WATER S100

A New Generation of Ionized Water

After more than 50 years of research on functional water in Japan
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.
ADVANCED WATER S100

TECHNOLOGY

EFFICIENCY

PHYSICO-CHEMICAL PROPERTIES

FORMULATION
A unique patented electrolytic process

Unique properties and performances

Superior stability, more than 3 years

Separation of the 2 compartments

ADVANCED WATER S100 TECHNOLOGY
ADVANCED WATER S100 TECHNOLOGY

A Unique patented process by electrolysis

A unique mineral and electronic composition with high reducibility

- Silicon (10 nmolecules)
- Phosphorus
- Magnesium
- Calcium
- OH- ion

Providing unique performances

- Cosmetic
- Microbiologic
- Tolerance

After 24 years of immersion: total protection from oxygenation
### Dermatological properties

1. **WoundCare - Leg ulcers**
   - Proven efficacy in hospital:
     - Burn wound healing
     - Ulcers
     - Atopic dermatitis
     - Acne
   - Transfered to:
   - Tetsuo Shu, The treatment effect of the burn wound healing by electrolytic-reduction ion water

2. **WoundCare - IIb degree burn**

3. **DermalCare - atopic dermatitis**

### 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 measured 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

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 water S100 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

**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

**Bacteria**
- Pseudomonas aeruginosa
- Staphylococcus aureus
- Escherichia coli
- Proteus mirabilis
- Pluralibacter gergoviae
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.

- **STABLE**
  More than 3 years
  Self-Protected

- **SAFE**
  Perfect tolerance*

- **ADVANCED WATER S100**

- **REGULATION**
  Authorized WW

- **NATURAL**

* 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)
### P&B PRODUCT PORTOFOLIO WITH ADVANCED WATER ALREADY DEVELOPED*

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

*All formula have a challenges conform ISO 11930*
THANK YOU FOR YOUR ATTENTION

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PHARMA AND BEAUTY

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