



Sanofi

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A Comprehensive Approach to Skin Hydration with 7 Moisturizers & 3 Vitamins

PRODUCT/SERVICE BACKGROUND INFORMATION

Dry skin is a common skin condition that is caused by both intrinsic and extrinsic factors, resulting in moisture loss due primarily to impaired epidermal barrier function. Some of the symptoms of dry skin include rough texture, scaling, flaking and cracked appearance. Cosmetic moisturizers can treat dry skin by mitigating the effects of extrinsic factors. However, to effectively treat dry skin topically, it is crucial to use a combination of ingredients to address the many causes and implications of impaired barrier function. This presentation provides an effective, complete approach to treating the extrinsic causes of dry skin with 7 moisturizers and 3 vitamins

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

There are many factors that cause dry skin. As such, topical applications targeting this need state should employ a holistic approach, addressing multiple mechanisms of action. A uniquely developed ratio of humectants to occlusives to emollients helps to enhance the formulation's ability to provide maximum end benefits based on the specific skin type or concern.

In addition, vitamins, specifically B, C & E have been shown to work synergistically with moisturizers to help nourish and restore barrier of the skin.

HOW WILL THIS NEW PRODUCT/SERVICE IMPACT THE INDUSTRY (BENEFITS)?

Formulation of an effective moisturizer requires a combination of different classes of moisturizers. The balance of occlusive agents, humectants, and emollients can be optimized in the formulation to achieve the desired result for the skin type or concern the product will address. Vitamins aid in not only additional moisturization benefits, but in visual skin efficacy as well. By designing one product to address multiple concerns and avenues for hydration, the buying process is simplified for the consumer in ever complex shopping environment. Based on the primary symptoms of dry skin, specific combinations of occlusive agents, humectants and emollients.