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Aging better: clinical approaches to the visible signs of skin aging

CLR North America Corp.

clr-berlin.com

PRODUCT/SERVICE BACKGROUND INFORMATION

For skincare for aging skin, the narrative is changing from “anti-aging” to “longevity.” The reason for using skincare for aging skin has not changed, however; consumers want to maintain and, ideally, regain their youthful looks, i.e. attractiveness and feel in control. The consumer is increasingly demanding. A simple but important question rises, though: what skin features make skin look young and can one formulation, or active ingredient, make a tangible, visible difference? And can this difference be quantified in ways which are relevant for the consumer? Here it is important address the opinion of other people, as, for an important part, the consumer wants to look attractive for others.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

An ingredient with INCI “Hydrolyzed Rhodophyceae Extract” (HRE) was developed to address these essential consumer needs. HRE is based on the extremophile alga *Galdieria sulphuraria* which lives under extreme circumstances around volcanoes. This species is renowned for its tremendous adaptiveness, a biological trait which, in essence, is exactly what skin cells need to maintain youthful functionality. In a multitude of cell biological studies, HRE showed to act as senomorphic ingredient by allowing degradation of GATA4 through selective autophagy and reducing the translocation of HMGB1 to the extranuclear space. Production of the SASP is reduced and cellular metabolic activity is improved.

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

HRE was developed to reduce all visible signs of skin aging; wrinkles, sagging and increased heterogeneity of skin coloration. Its clinical activity was proven in placebo-controlled instrumental studies as well as a state-of-the-art “first impressions study.” Facial skin plays a significant role in forming first impressions, influencing perceptions of age and attractiveness. In another pioneering study, the activity of HRE on facial skin was assessed by renowned make-up artists and in yet another first-ever study, its activity on evenness of skin coloration was compared to a foundation. HRE leads to be measurable and visible effects on the skin, making it look younger and more attractive.

