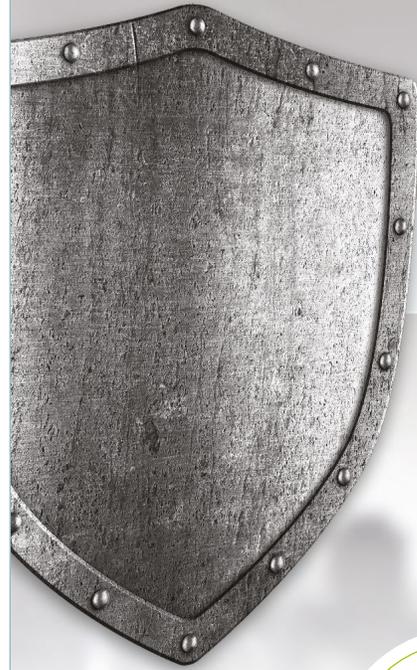


EXO-P™



From left to right: Muriel Pujos, Coty-Lancaster. From LMC: Nicolas Sim, Sandrine Zeppa, Antonio Lara, Christine Desy, Tina Ho, Haiying Wang. Back row: Alain Khaïat, jury member.

2015 INNOVATION ZONE AWARD

The Award recognizes the development of a novel active ingredient that combines **innovative science** and product features that demonstrates **benefits to manufacturers and to end-users when compared with existing ingredients**. Exhibitors and visitors gathered to see the awards ceremony on November 4th which took place in the show's Innovation Zone at in-cosmetics Asia. Gold went to **Lucas Meyer Cosmetics** with **Exo-P™**, a unique ingredient that protect the skin against urban pollution and smog.

BEST ACTIVE INGREDIENT AWARD FOR EXO-P™ AT IN-COSMETICS ASIA 2015

Exo-P™ forms a biomimetic shield at the surface of the skin to fight against urban pollution and smog. Its multi-protective action reduces free radical activity, protects skin and cells from hydrocarbon- and heavy metal-induced damages, and avoids PM_{2.5} adhesion, described to be responsible for premature aging and irritation.



BENEFITS TO MANUFACTURERS AND END-USERS

Consumers are more and more aware about the harmfulness of air pollution compounds and especially of PM_{2.5}. Anti-PM_{2.5} action is therefore a trendy and attractive claim mainly requested by the Asian market but which is extending to the rest of the world too. Issued from French Polynesian Kopara (endemic microorganism ecosystem), the specific exopolysaccharides of Exo-P™ act with a biomimetic mechanism of action, reproducing their protective role in the Nature. Anti-pollution action can be applied to a wide range of products since the main consumer benefits of Exo-P™ are anti-aging, radiant complexion, even tone, anti-irritation, anti-dehydration, etc.

TECHNICAL ADVANCEMENT

Beyond health disorders (pulmonary disease, cancer, etc), urban pollution components interact with the surface of the skin and disturb the horny layer structure. This loss of protection from external aggression leads to many skin damages such as loss of hydration, higher skin sensitivity, irritation, dull complexion, loss of radiance, premature aging, acne, etc.

By protecting skin from air pollutants and especially PM_{2.5}, Exo-P™ offers a unique solution to prevent PM_{2.5} skin adhesion and let skin breath properly.