



SCIENCE

In the saturated health & beauty market,
there is still an opportunity for a focused scientific approach
to fight ageing process, and get a

Radiant
Healthy
Supple
White
Skin

There is



VIQUA®

SCIENCE



VIQUA TOTAL SKIN SOLUTION



1. VIQUA Pomegranate
2. The product: Composition, Technology
3. Mechanism of Action, Proof of penetration
4. In-Vitro test
5. Clinical Test: moisturizing - anti-wrinkle - lightening
6. Formulation guidelines: IN & OUT
7. References
8. Concept

Conclusion





SCIENCE

A decorative border made of fresh, bright red pomegranate seeds (arils) arranged in a thick, irregular line around the central text.

1. POMEGRANATE

ORIGIN, VARIETY, ADVANTAGES



NATURE'S SUPER FRUIT



POMEGRANATE



- **Nature's Super Fruit:** Pomegranate juice has more antioxidants than any other fruit juice
- **Raw Pomegranate fruit has 0.2% to 1% antioxidants**, mainly anthocyanins, catechins, ellagic tannins, and gallic and ellagic acids
- Key antioxidants: **Punicalagin, a ellagic acid precursor**
- A highly celebrated medicinal food plant
 - Recognized by Chinese TCM as antibacterial, anti-inflammatory and hemostasis application
 - chosen as the symbol of medicine for the 2000 UK Millennial Festival of Medicine.

SAFEST & BEST ORIGIN: SPAIN



POMEGRANATE

- Long tradition of pomegranate in **Spain**



Alicante



Sea view from Santa Barbara Castle, Alicante

- Pomegranate in VIQUA are harvested from plantations on the sea shore in **Alicante**, center of pomegranate production in Europe (40,000 Tons / year)



« MOLLAR DE ELCHE » POMEGRANATE



POMEGRANATE

- Using a special variety: **GRANADA MOLLAR DE ELCHE**
- Developed in collaboration with Miguel Hernández University of Elche
- Grown **only in Alicante**
- **10 times more antioxidant capacity in its skin than in its edible interior**
 - Superior polyphenols quantity
 - Wider range of different polyphenols



EXTRACTED FROM FRESH WHOLE FRUIT



POMEGRANATE

- **Using exclusively sea water** for irrigation: this natural stressed environment allows plants to develop much more effective polyphenols
- **Harvested by hand** at the right time
- Slightly green colour indicates the peak of antioxidant production before ripening
- Pomegranate extract in VIQUA is extracted from **whole pomegranate fruits (peel, seeds, juice)** of Mollar de Elche variety to benefit from the synergic composition of polyphenols in all **parts of the plant** (10 times more antioxidant capacity in its skin than in its edible interior)

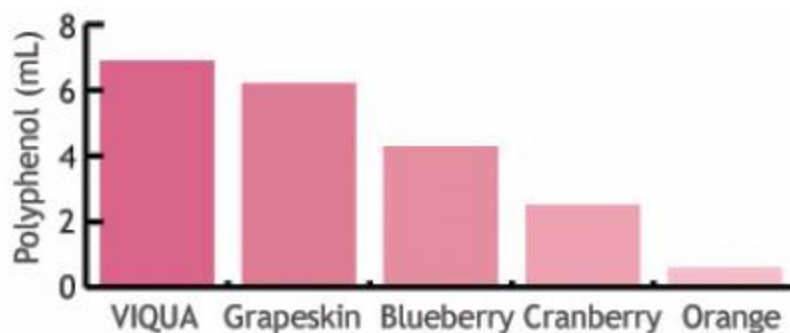


EXTRACT RICH IN A MIX OF POLYPHENOLS



POMEGRANATE

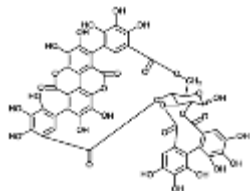
- **Punicalagin**
- **Resveratrol**
- **Anthocyanins**
- **Ellagic acid**
- **Other Nutrients:** Vitamins B1, B2, C and Niacin, Potassium, Glutamic acid, Aspartic acid, Hydrolysable tannins, ellagitannins, Flavonoids, Pelletierines, pseudopelletierine, Isopelletierine, Methylisopelletierine, Genistein, Diadzein, Estrone.



UNIQUE POLYPHENOLS MIX

VIQUA®

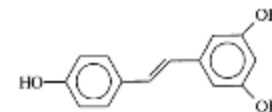
Punicalagin



- Lipid peroxidation inhibitory activity
- Capacity to activate antioxidant enzymes

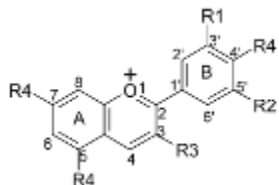
Resveratrol

- Anti-inflammatory effect
- inhibitor of LDL oxidation and lipid peroxidation
- Inhibits ribonucleotide reductase



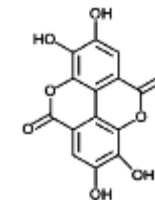
VIQUA®

Anthocyanins



- Antioxidant mechanisms
- Reduce capillary permeability and fragility

Ellagic Acid



- Antioxidant
- Anti-inflammatory
- Anticarcinogenetic properties



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2. THE PRODUCT

COMPOSITION, TECHNOLOGY

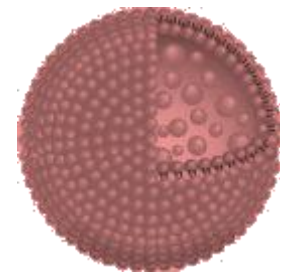


ENCAPSULATED IN ADS TECHNOLOGY



PRODUCT & TECHNOLOGY

- “Mollar de Elche” Pomegranate extract encapsulated using French ADS nanotechnology
 - **40% polyphenols (10% Punicalagin)**
- Benefits of encapsulation
 1. **Higher stability of all nutrients in the formulation**
 2. **Higher absorption by human body**
 3. **Higher bio efficacy**



ADS Capsule
Phosholipids extracted from
pomegranate seed oil (~200 nm)

Pomegranate Extract
40% polyphenols
(10% Punicalagin)

VIQUA
Pomegranate Extract

ADS® stabilizes Pomegranate Flavonoids



PRODUCT & TECHNOLOGY

- Minimal polyphenol loss even in extreme conditions

70 °C Testing Results		90 °C Testing Results	
Sampling time	Content of Punicalagins	Sampling time	Content of Punicalagins
T0	10.00 %	T0	10.00 %
30 mn	9.98 %	30 mn	9.95 %
60 mn	9.90 %	60 mn	9.83 %
90 mn	9.91 %	90 mn	9.76 %
120 mn	9.50 %	120 mn	9.46 %
100 °C Testing Results		200 °C Testing Results	
Sampling time	Content of Punicalagins	Sampling time	Content of Punicalagins
T0	10.00 %	T0	10.00 %
30 mn	9.95 %	30 mn	9.91 %
60 mn	9.82 %	60 mn	9.76 %
90 mn	9.74 %	90 mn	9.51 %
120 mn	9.40 %	120 mn	9.12 %

- **Suitable for non-preserved beverage** (support autoclaving 10 mn at 130 deg)
- **Suitable for baked products** (200 deg at 10~75 mn)

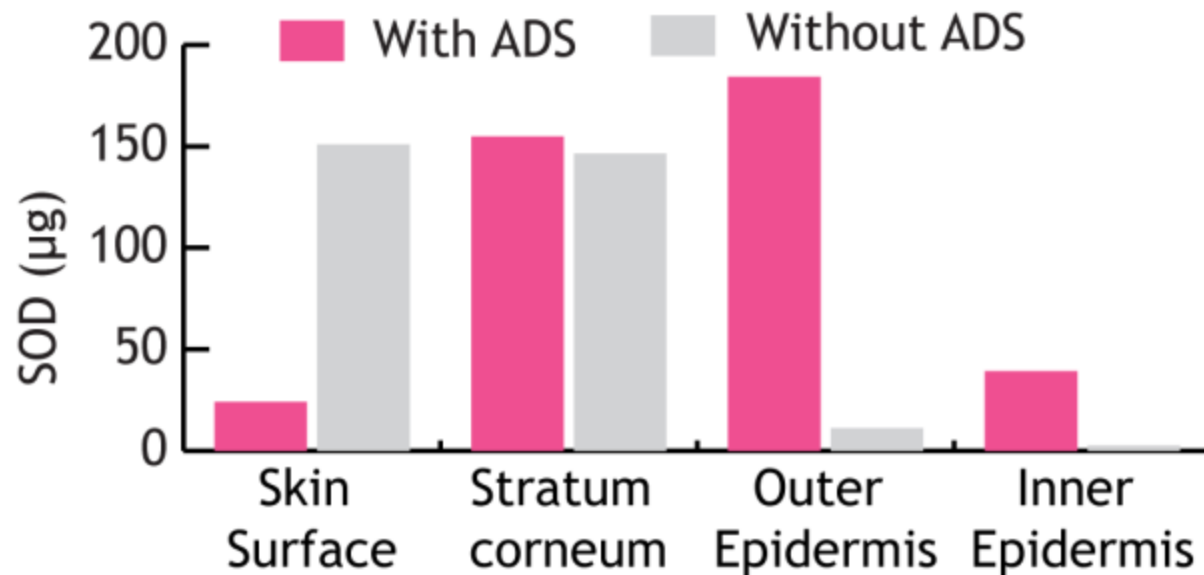
- Stable over a wide pH range: 3~9

ADS® enhances penetration in the skin



PRODUCT & TECHNOLOGY

- With ADS, SOD doesn't stay at the skin surface but reach deeper in the epidermis)



Protocol: application of ADS with SOD or free SOD formulations on the forearms of 20 volunteers. Measure of SOD penetration by stripping after 5h.

HIGH PURITY



PRODUCT & TECHNOLOGY

- Non GMO
- No additives
- No pesticides
- No food allergens
- No gluten
- No phtalates
- Size > 100nm and so not considered nano-particules (as per the definition of nanomaterial 2011/696/UE).



PERFECT SAFETY



PRODUCT & TECHNOLOGY

- LD50 > 2000mg / Kg
- No cutaneous irritaton
- No ocular irritation
- Food grade: Classified GHS5 or very low toxicity substance (UNECE)
- Oral & topical products, in beverage / food supplement / cosmetic / mouth wash **for more than 10 years**
 - EU & Turkey
 - US, Mexico
 - Japan, China, South-East Asia



3. MECHANISM OF ACTION



A POWERFUL ACTION

VIQUA®

MECHANISM

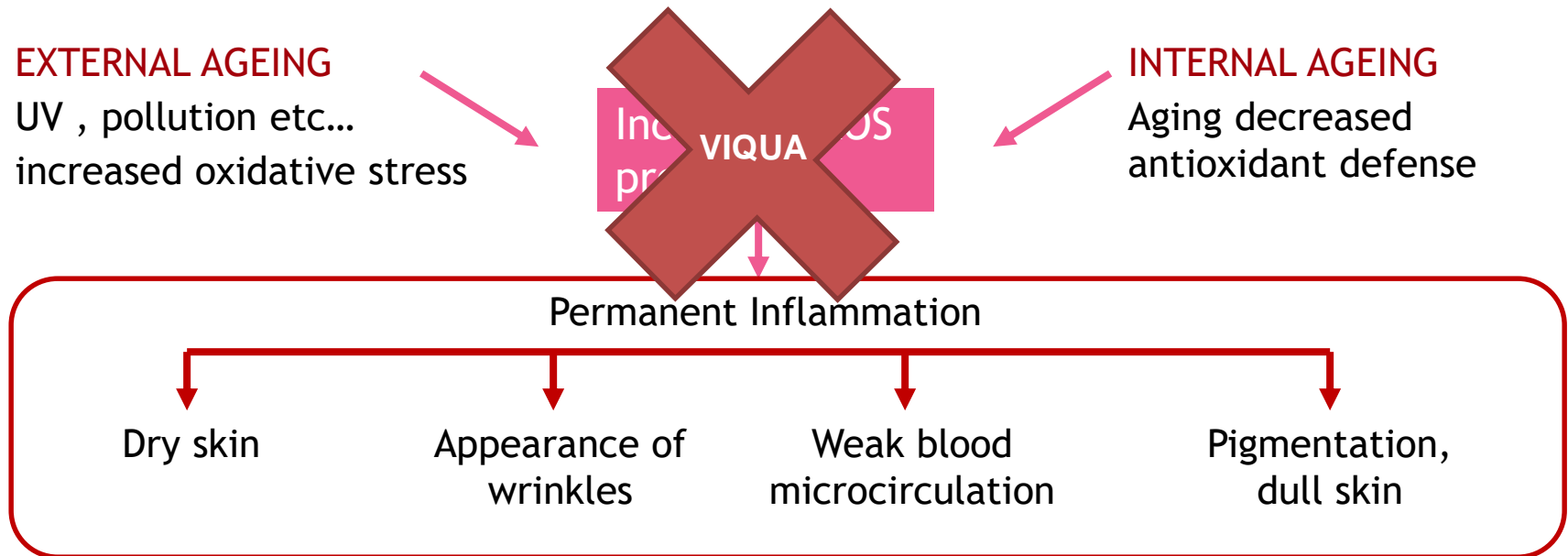
ADS Movie
explains how
VIQUA delivers
its benefits



ALL ROUND SKIN MANAGEMENT SOLUTION



MECHANISM OF ACTION



By effectively reducing ROS in the cell mitochondria
VIQUA® is expected to improve all aspects of skin health

BENEFITS OF VIQUA



MECHANISM OF ACTION

Cell Level

- Boost Cells energy and repair
- Enhances metabolism of cells in human body
- Stimulate body's own defenses, in particular antioxidant protection
- Inhibition of tyrosinase (ellagic acid)
- Inhibition of collagenase and elastase activity in human fibroblasts
- Blood vessels remodelling, boosting microcirculation

Skin Level

- Improve water retention in epidermis
- Protection of UV consequences & Skin whitening
- Anti-aging: dermis balance
- Nourishment & Detox harmful environment toxin



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4. IN-VITRO TEST





4. IN-VITRO TEST

4.1. Cell Penetration



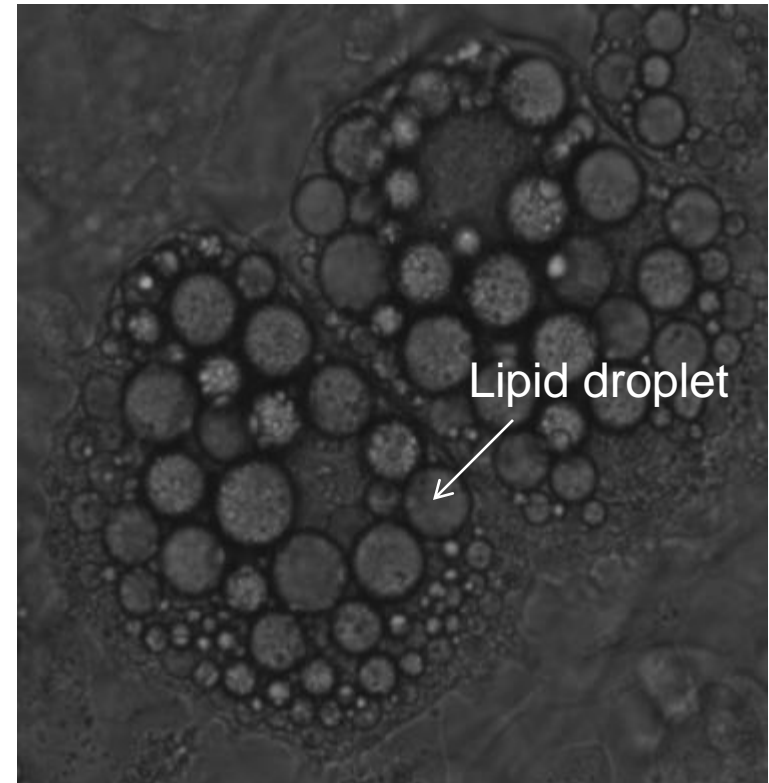
Adipocytes as model for Viqua localization



MECHANISM OF ACTION

- Adipocytes are human fatty cells located in the deepest layers of the skin
- They have abundant mitochondria, located around the lipid droplets
- If Viqua is also located around the droplets, it indicates Viqua is in the mitochondria

Microscope picture of two human adipocytes showing the lipid droplets inside the cells



VIQUA® PENETRATES INSIDE THE MITOCHONDRIA



MECHANISM OF ACTION

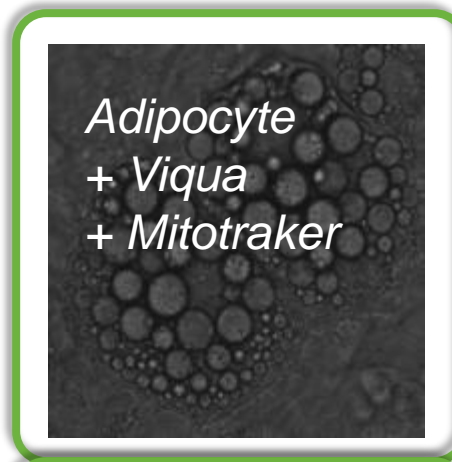
Localization of VIQUA® inside the cell by fluorescence microscopy using human adipocytes (fatty skin cells)

Human adipocytes incubated with:

- red labeled VIQUA®
- and green labeled mitotraker known to accumulate in the mitochondria

Viqua® and the mitotraker are inside the same cell and are located at the same spot, therefore:

VIQUA® accumulates in the mitochondria





4. IN-VITRO TEST

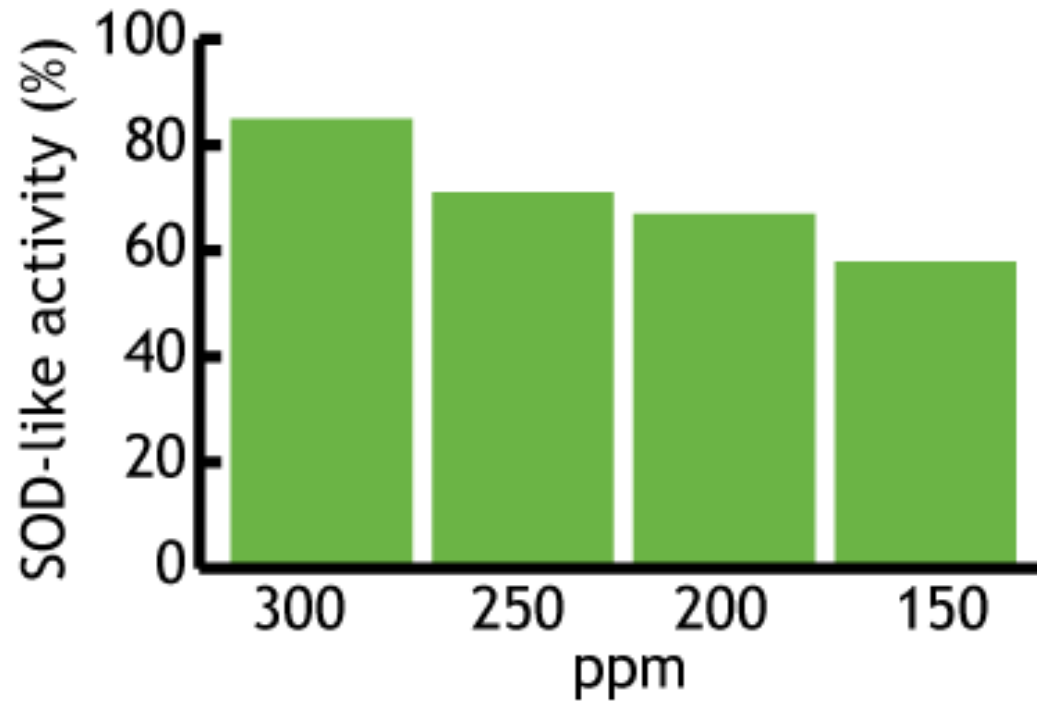
4.2. Antioxidant activity



SOD-LIKE ACTIVITY



IN-VITRO TEST



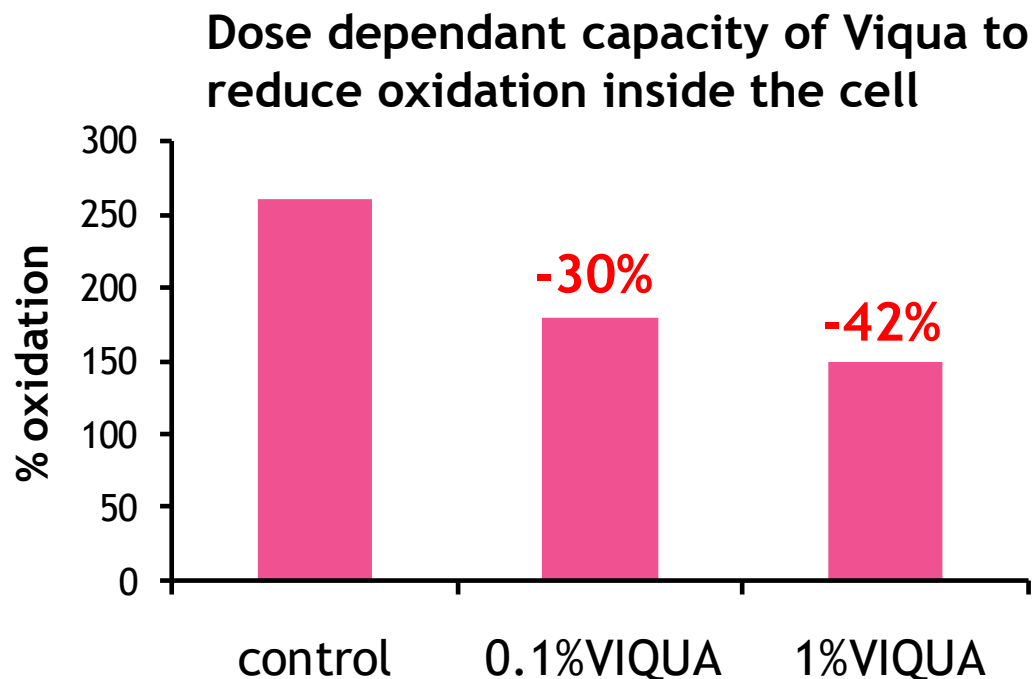
Concentration of VIQUA®

VIQUA® REDUCES OXIDATION INSIDE THE CELL



MECHANISM OF ACTION

- **VIQUA® effectively reduces oxidation by H_2O_2 inside human adipocytes**



Protocol: Differentiated adipocytes or human breast adenocarcinoma MCF-7 cells were subjected to oxidation with 5 μM H_2O_2 in the presence and in the absence of VIQUA®

PROTECTION OF DERMIS

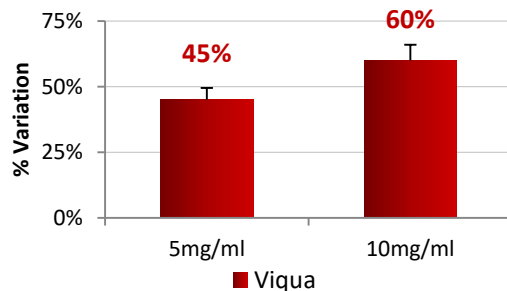


IN-VITRO TEST

COLLAGENASE INHIBITION

Collagen maintains appropriate elasticity and strength of the skin.

VIQUA® at a low concentration inhibited collagenase, inhibiting the degradation of collagen.

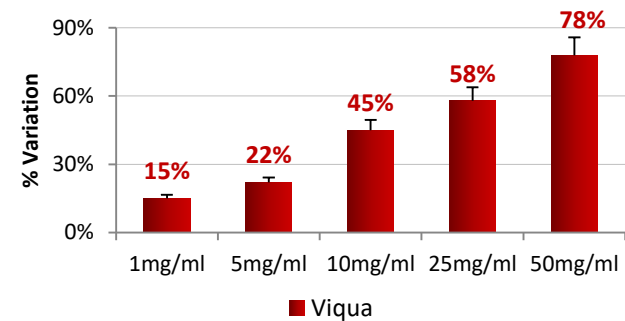


Concentration of VIQUA®

ELASTASE INHIBITION

When elastase is activated and elastin is degraded, wrinkles and sags grow as ageing phenomena of the skin.

VIQUA® inhibits elastase at a low concentration, and decreases the degradation of elastin.



Concentration of VIQUA®



SCIENCE

A decorative border of fresh, red pomegranate seeds (arils) arranged in a thick, irregular line around the central text.

5. CLINICAL EVIDENCE



CLINICAL EVIDENCE

Summary

- A placebo-controlled
- Double-blind ingestion study
- **250 mg VIQUA® supplement / day (2 x 125 mg)**
- 30 subjects: female aged between 30 and 55 years; skin phototype I-IV.
- 4 weeks

Evaluated parameters:

- Hydration
- Tonicity, Elasticity.
- Smoothness, Roughness, Wrinkles
- Inflammation, Whitening



Follow-up

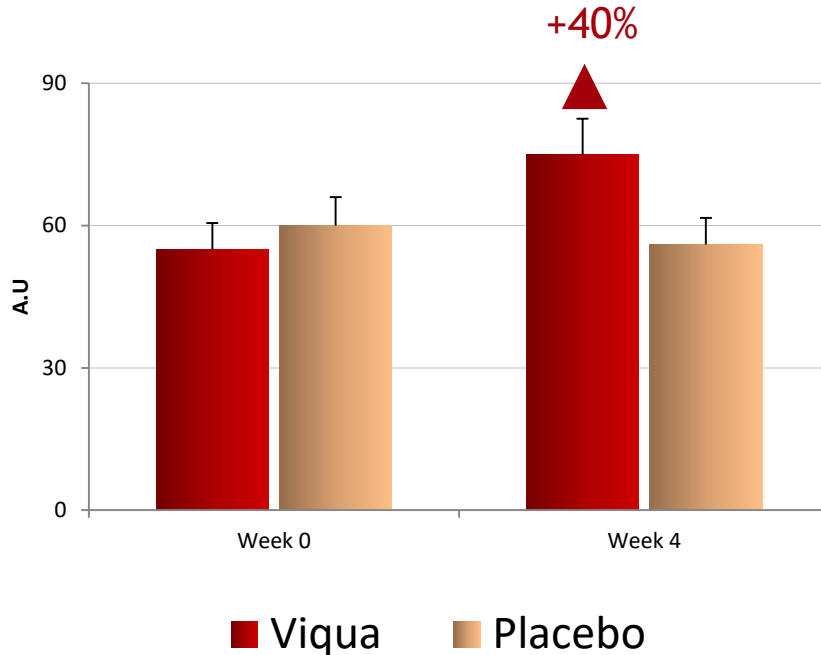
During the study, subjects were asked to give a self-assessment of their visual skin appearance using a Visual Numerical Scale (0-10).

All skin measurements were carried out at baseline and at 4 weeks.

SKIN HYDRATATION: +40%



CLINICAL EVIDENCE

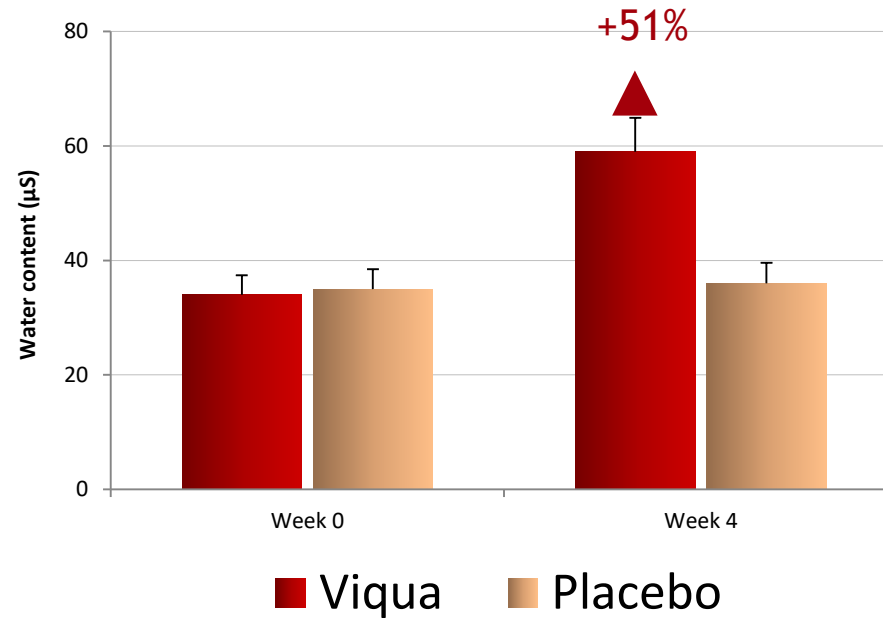


Skin hydration measured by Corneometer improved significantly under treatment, whereas the placebo group showed a decrease (-0.3%)

WATER CONTENT in STRATUM CORNEUM



CLINICAL EVIDENCE



The water content of stratum corneum, measured by Skicon, has significantly increased only after treatment.

SKIN MOISTURIZATION



CLINICAL EVIDENCE

VIQUA Group

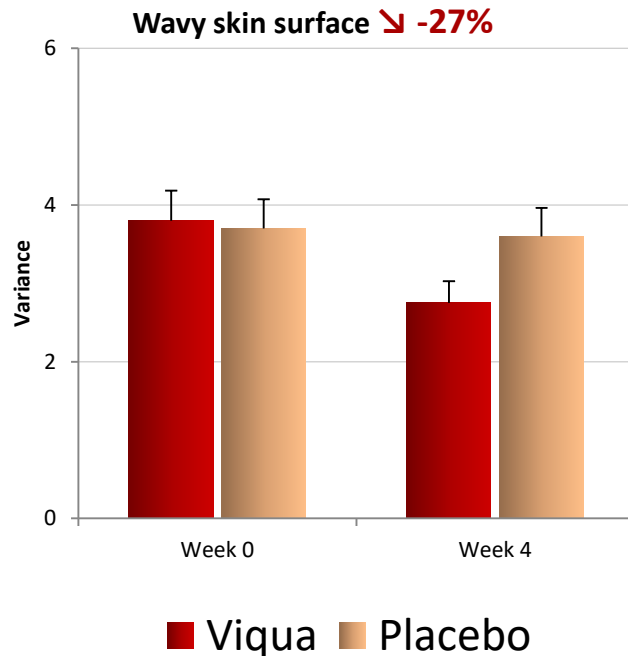


Re-establish the natural healthy balance of the skin. Improve dry skin by boosting the health and strength of the layers of the skin so that it naturally keeps hydration locked in.

SKIN SMOOTHNESS: -27%



CLINICAL TRIAL



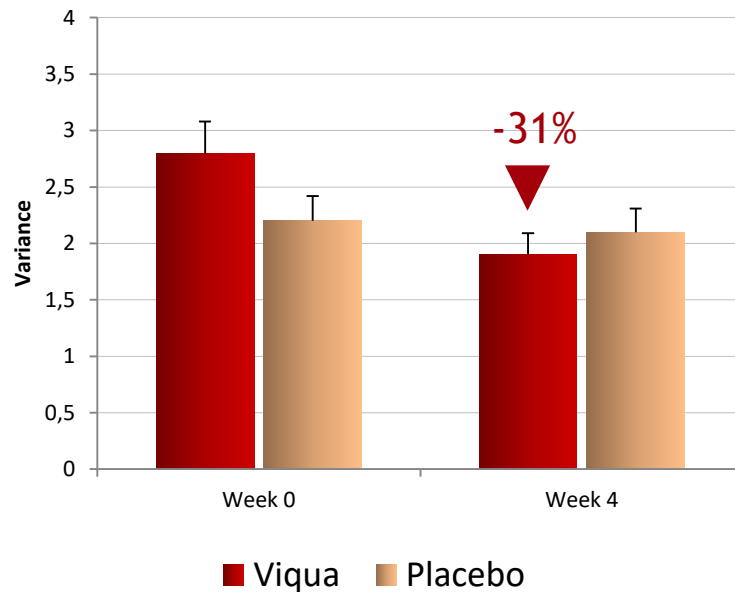
The surface is a parameter measured with Visioscan VC98, which calculates the size of the wavy skin surface, is an indirect measurement of skin smoothness. High smoothness will lead to decreased surface values. In this case, the surface has significantly decreased only after the active treatment.

The skin smoothness has improved only after the active treatment, decreasing the size of way skin surface by 27%

SKIN ROUGHNESS: -31%

VIQUA®

CLINICAL TRIAL



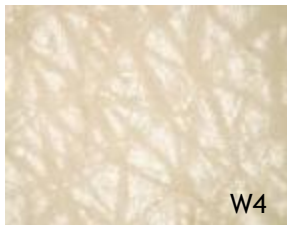
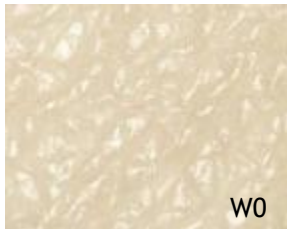
The skin roughness, measured with Visiocal VC98, has significantly decreased only after the active treatment.

SKIN SMOOTHNESS



CLINICAL EVIDENCE

VIQUA Group

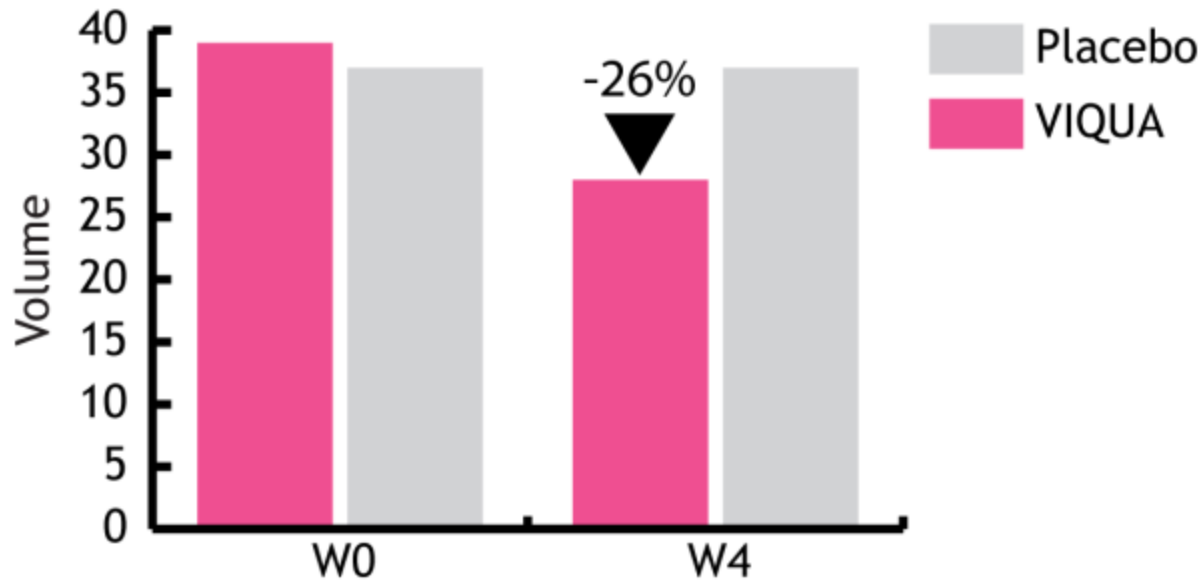


The active treatment increased the health and strength of the dermis, epidermis and supporting structures, resulting in healthier, younger looking skin.

DEPTH OF WRINKLES: -26%



CLINICAL TRIAL



The volume parameter, measured with Visioscan VC98, is indicator for the depth of wrinkles. In this study, the volume has significantly decreased only with the active treatment.

BOOST BLOOD MICROCIRCULATION



CLINICAL EVIDENCE

VIQUA Group



W0

At W0 it was observed high permeability of blood vessels.



W4

At W4 the permeability was significantly reduced and blood circulation increased, suggesting significant inhibition of the inflammation process.

REDUCING DARK SPOTS



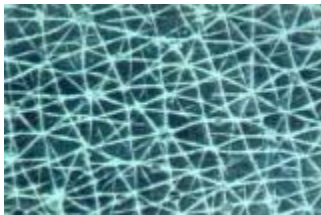
CLINICAL EVIDENCE



VIQUA Group



W0



W4

Benefit of microcirculation

TONING DOWN SKIN COLOUR



CLINICAL EVIDENCE

VIQUA Group



W0



W4

Source of inflammation, dark spots have disappeared only after the active treatment.

VISIBLE EFFICACY (clinical trial, oral intake)



CLINICAL EVIDENCE

	Before	After
1. Moisturizing: +40% increase in hydration		
2. Anti-wrinkle: +30% smoother skin, -26% decrease in wrinkle depth		
3. Anti-Inflammatory: source of inflammation, dark spots have disappeared		
4. Whitening: dark spots' size have decreased		
5. Blood microcirculation improved thanks to reduced blood vessel permeability		

VISIBLE EFFICACY: ACTION ON MELASMA



CLINICAL EVIDENCE

- Melasma tends to appear during pregnancy (mask of pregnancy) and in women who take oral contraceptives, although it can occur in anyone.

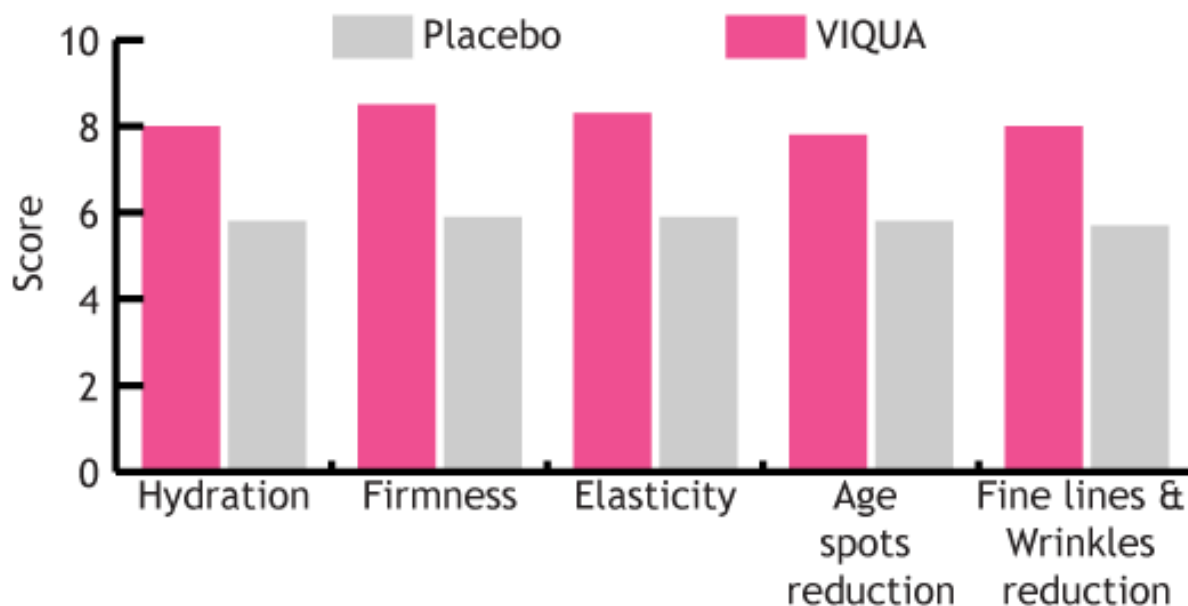


- Skin tone became generally brighter
- Dark spot/blemish color attenuated.

EFFICACY PERCEIVED BY THE CONSUMER



CLINICAL TRIAL



The self-assessment test by volunteers shows evident perception's differences of all the estimated parameters that are correlated to the product's efficacy.

The subjects treated with VIQUA have always expressed a higher satisfaction score compared with the one's assuming the placebo.



SCIENCE

A decorative border of fresh, red pomegranate seeds (arils) arranged in a frame around the central text.

6. FORMULATION IN/OUT TREATMENT



EASY TO FORMULATE: FOOD



- Daily dosage: 125mg~500 mg
- In-vivo dosage: 250 mg
- Solubility: Water
- Stability: Polyphenol residual content at 1% in water after 12 months: > 99% (Internal test)
- Autoclaving: OK (1 mn @ 130 deg)
- Nutrition facts:

COMPOSITION	PERCENTAGE
Carbohydrates %	60~65
Sugar%	53~57
Lipids %	0.05 ~ 0.01
Proteins (N x 6.25) %	1 ~ 1.5
Ash %	1 ~ 1.5
Moisture %	32 ~ 36
Energetic value (Kcal / 100g)	240 ~ 260

EASY TO FORMULATE: COSMETIC

VIQUA®

- INCI: Pomegranate extract
- Dosage: 0.5~1%
- Solubility: water
- pH: 3~9
- Heating: yes
- Safety: no skin irritation
no ocular irritation





7. REFERENCES

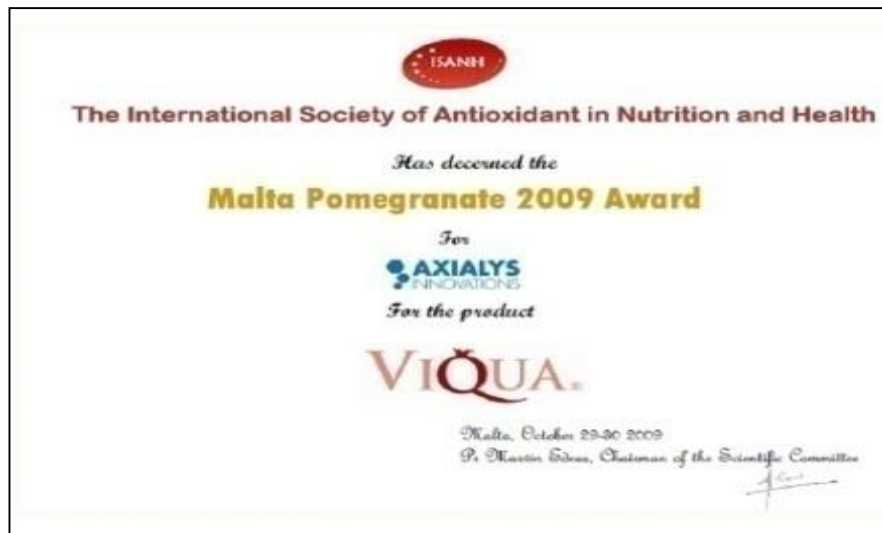


SCIENTIFIC AWARDS



PROVEN SUCCESS STORIES

- **ISANH, Best Pomegranate Ingredient**
Polyphenol conference, Malta, Nov 2009



- In-Cosmetics, Singapore, October 2009 Selected in “Imagine Section”
- PCHI, Guangzhou, Feb 2009 “Top 5 innovations”

REFERENCES: BEVERAGES

VIQUA®

PROVEN SUCCESS STORIES



Brand: Sunlover

Origin: Portugal / Spain

Product: Regenerator

Ingredient: Pomegranate Extract (VIQUA®).

Rich in: Vitamins B (B2, B3, B5, B6, B8, B9, B12),
Vitamin C, E, and Mineral Salts (Zinc, Copper,
Selenium).

Brand: Clair D'Orient

Origin: China

Active ingredient: 250mg
Viqua, Mulberry Extract



REFERENCES: PILLS, POWDER STICK

VIQUA®

Viqua food supplement
Forte Pharma (France)



Brand: Elken

Origin: Malaysia

Product: EL MARINO

Official launch December 2011 at French Embassy (Kuala Lumpur)



REFERENCES: JELLY

VIQUA®

Brand: VIBLANC

Origin: Japan

Active ingredient: 250mg Viqua



赤いゼリーには
ザクロを丸ごと濃縮した
エキ스가たっぷり。

REFERENCES: BACKED PRODUCT



By Chef Keiko NAGAE
(Japan)



Cup Cake



REFERENCES: COSMETIC

VIQUA®

PROVEN SUCCESS STORIES

Brand: Estee Lauder
Origin: USA
Product: Nutritious Series



CHANDO

Brand: Chando
(China #1 local brand)
Origin: China
Product: lotion, mask



Viqua mist and Viqua lotion
(Cosmetic, Japan)

Brand: Ninapharm
Origin: Japan
Product: soap, mist, cream

How to Use 使い方

STEP1 汚れをすっきり落としきる

古い角質や毛穴に詰まった汚れを強力な界面活性剤で泡立てて落とすことで肌を清潔に保ちます。洗顔料の保湿成分、美容成分がより浸透しやすい肌へと整え、肌本来の力を引き出します。



STEP2 うるおいを届けて肌をほぐす

スプレータイプのみずみずしい乳液が肌を柔らかくしながら大人の肌にすっとなじみ、やわらかくほぐしながら角層全体をうるおいで満たします。さらさらとした肌へと整え、肌本来の力を引き出します。



STEP3 肌内部にうるおいを閉じ込める

たっぷりの化粧水で満たした肌を乳液がしっかりと保湿して、うるおいをしっかりと閉じ込めます。ターンオーバーを促すことで、肌の透明感が生まれ、美しい肌へと生まれ変わります。



クイックミスト
スキンケア
スキンケア
スキンケア

POSITIVE CONSUMER FEEDBACK

PROVEN SUCCESS STORIES

VIQUA®

Pictures taken by
consumers of
EL MARINO
(ELKEN, MALAYSIA)



Arresting ageing

Wonder what it takes to delay the signs of time on your skin? First, find out the top three enemies your skin faces and then take action.

DID YOU KNOW?

One of the skin's major enemies against the signs of aging is time. A woman gets the most out of her skin when she takes the necessary steps to keep it looking young.

EXCESSIVE MASSAGE

We all know how good a massage feels, especially after a rough day, but it is only good in the short term. In a massager, constant rubbing, pulling or the wrong massage technique weakens skin's collagen fibres.

DEHYDRATION

Your skin may hunger for water, vitamins and oxygen. It is through your blood that skin is supplied these nutrients and water. However, as you grow older, a constant supply is needed to keep your skin supple and radiant. This is true and become only when its cells cannot enough water.

The fact is we're all getting older. However, that doesn't bother us half as much as the visible signs of aging that creep up unannounced whether on the face or body. The condition of your skin plays a huge part in how you feel but to take proper care of it, you'll need to understand the factors that cause premature aging.

THE WEATHER

Everyone is exposed to the scorching heat of the sun and rough blasts of wind, which can dry and harden skin. Ultraviolet rays not only penetrate skin's epidermis but also the dermis, where it can damage living cells, causing fine and coarse wrinkles on bare skin.

CELEBRITY TRIED & TESTED

They're not here with perfect skin. Here, they share their results after trying EL Marino Blanc.



Stephanie Chin, Model and Founder of The Luxe Model



Yvonne Chong, Founder of The Luxe Model

Beautiful skin from within

The foundation of good skin starts with proper nutrition. Healthy nutrition, which comes in the form of vitamins, is the key to healthy skin. EL Marino Blanc is a powerful collagen tonic that can penetrate deep into the skin, providing a constant supply of nutrients to keep your skin supple and radiant. This is true and become only when its cells cannot enough water.

EL Marino Blanc, 100% natural, 100% pure, 100% effective. It is the only collagen tonic that can penetrate deep into the skin, providing a constant supply of nutrients to keep your skin supple and radiant. This is true and become only when its cells cannot enough water.

LIMITLESS APPLICATIONS WITH “ADS”

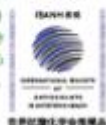


BEVERAGE

No Age (Japan)
By Towako and Kiwijima



世界抗酸化学会 (SANTO)
フランス、パリに本部を置き
美容、健康、栄養に関する
研究成果を、世界の製薬、
化粧品企業などに提供し
ている学会です。



HEALTH DRINK

ACTIAGE TOTAL
Ninapharm (Japan)



MOUTH WASH

(with VIQUA,
Japan)



FOOD SUPPLEMENT

(in capsule, France)

COSMETIC

(with VIQUA,
Japan)



POWDER DRINK

Japan



BAKERY

Japan





SCIENCE

A decorative border of fresh, red pomegranate seeds (arils) arranged in a rectangular frame around the central text.

8. CONCEPT HEALTH & WHITE



A BRAND



CONCEPT: TELLING THE STORY



As a brand, the spirit of VIQUA stands for

The all-transforming radiance

&

the magic of pomegranate science

HOW SHE DESCRIBES VIQUA ?



CONCEPT: TELLING THE STORY

- **Magical & transformational:** She believes that there is magic in nature and there is always hope for the better for every woman
- **Dedicated & results-driven:** She is set to make the most of the innovative power of science defy all beauty expectation
- **Prestigious but inclusive:** She redefines elegance and beauty perfection but never discourages others to follow
- **Luxuriously French:** Her personality is radiant and alluring



FOR ALL DEMOGRAPHIC

VIQUA®

CONCEPT: TELLING THE STORY

Definition and evenness

40+



CLEARER WHITER SKIN

30+



MOISTURIZED SKIN

Hydrated and glow

Hydrated and firm

Natural coloration & glow

Health and White

WHY SHE LOVES VIQUA

VIQUA®

CONCEPT: TELLING THE STORY



She just wishes for...

*The total, natural, uncomplicated solution
that address all her key aging concerns*

Viqua as a new brand can answer her...

- **Functionally:** by providing whitening, anti ageing, solution that understand Asian skin
- **Emotionally:** by leveraging French prestige and scientific quality, but also empathetically local Asian needs.

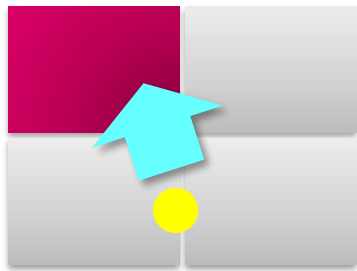
VIQUA is a credible premium solution that is a great value that she would use with trusted confidence to keep her at the ladder of success

SUGGESTION OF BRAND DIRECTIONS

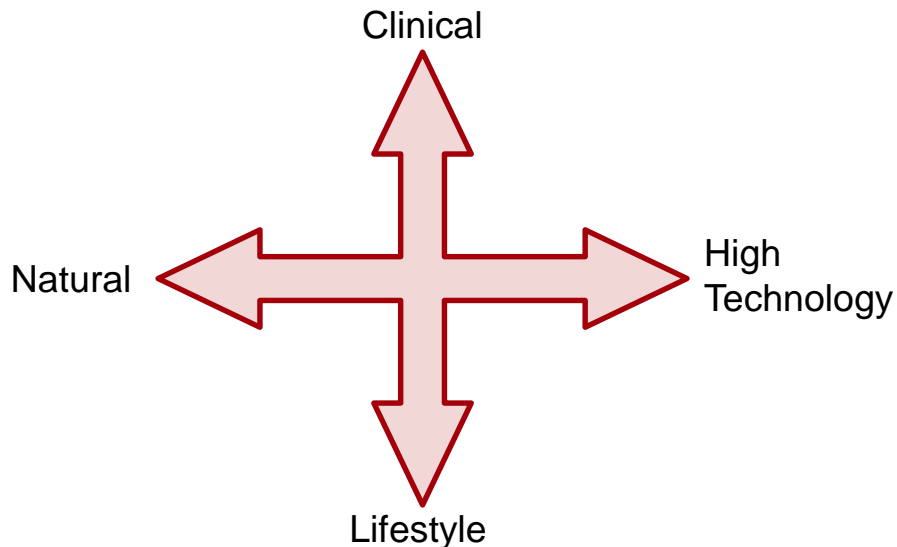
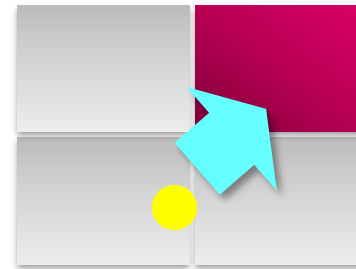


CONCEPT: TELLING THE STORY

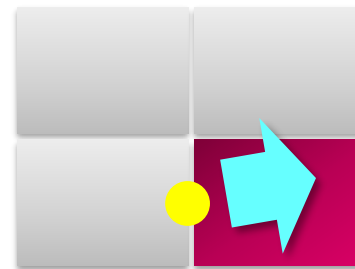
Clinical Expert France
+ Mystical Orient



Clinical Expert France
+ Premium Technology



Lifestyle
+ Premium Technology France



ATTRACTIVE DESIGN

VIQUA®

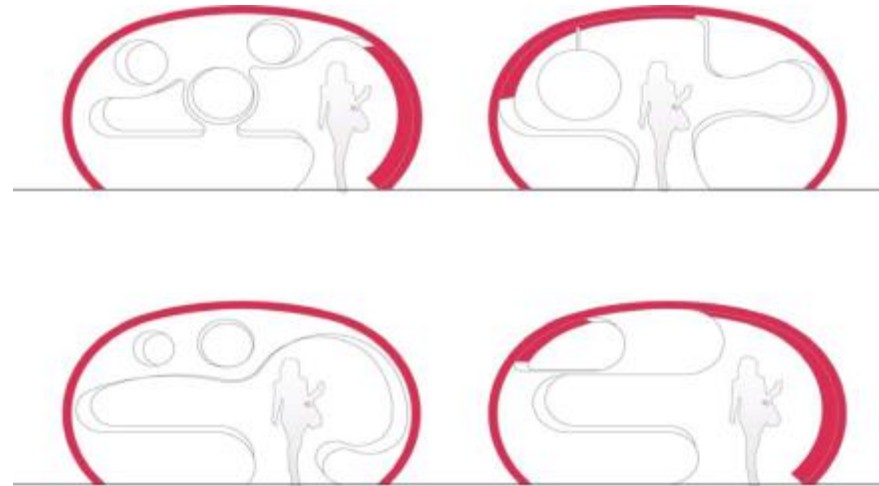
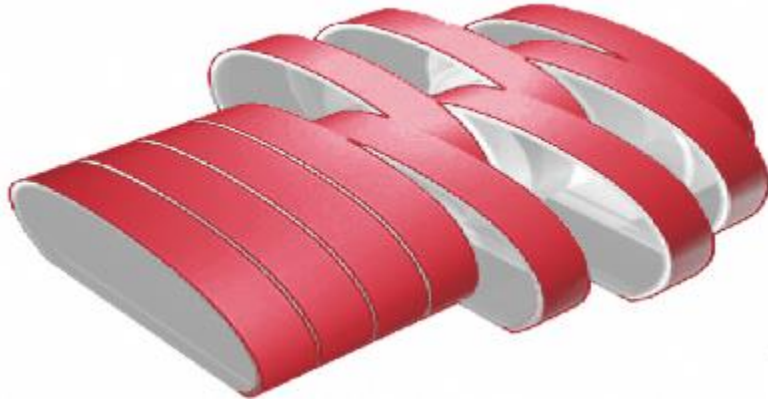
CONCEPT: TELLING THE STORY



MODERN CONCEPT STORE

VIQUA®

CONCEPT: *TELLING THE STORY*





SCIENCE

A decorative border of fresh, red pomegranate seeds (arils) arranged in a rectangular frame around the central text.

VIQUA CONCLUSION



ALL IN ONE SOLUTION FOR THE SKIN



UNIQUENESS

BEST ORIGIN, SUSTAINABLE

- From the beautiful **Alicante** fields in Spain, produced in a **sustainable way**
- Extracted from Unique geographically protected pomegranate variety “**Mollar de Elche**”
- **Whole fruit extract** guarantee the synergic composition in different polyphenols

UNIQUE TECHNOLOGY

- Encapsulated by patented **French nano-technology**
- Superior **stability and bioavailability**
- Breakthrough **cell penetration** mechanism

TOTAL SAFETY

- Natural product, tested, proven for 10+ years

PROVEN EFFICACY: **VISIBLE SMOOTHER, SOFTER & MORE RADIANT SKIN**

- **All-in-one solution** : 1 . hydrating, 2. Anti-wrinkle anti-ageing 3. Whitening
- Efficacy **you can feel and see** within 14~28 days

CREDIBILITY

- Scientific credibility recognized by **awards**
- **International references**

STRONG CONCEPT

- **Strong personality, Emotional story**: can be easily adapted to any consumer
- **Promotional support**

UNLIMITED APPLICATION

- **Easy to formulate in**: personal care, food supplement, beverage, oral care...

THE SCIENCE OF POMEGRANATE

VIQUA®

UNIQUENESS

WHITE SKIN
+
HEALTHY RED



Health and White



THANK YOU



VIQUA®

1 Place Marie Curie - 74000 Annecy, France
www.axialys-innovations.com