

Skin Care Science for the Knowledgeable Consumer

By Natasha Spencer-Jolliffe

Whether it is the effects of aging, specific conditions or just a desire to project a healthy image, skin care companies are constantly seeking answers to consumer demands for effective, science-backed products. In laboratories around the world, research continues at a pace to find solutions to both long-standing and new complaints that work for the entire range of skin types. Creating proprietary formulas which are shown to work can speed up the quest for success in a highly competitive sector.

The Swiss multinational fragrance and beauty company Givaudan has released its latest active ingredient which aims to tackle enlarged pores and the skin concerns that these cause. Describing Neoporyl as the “next-generation pore therapist”, Givaudan Active Beauty says the product targets the root causes of dermis fragility and parakeratosis, an alteration of the epidermal structure. Underpinning the science and research which went into developing the product is a simple recognition that beauty consumers of every age, gender and skin type commonly complain about enlarged pores, so the market already existed for an active ingredient that specifically targets this issue.



The company set out to pinpoint the biological causes of alterations to the epidermal structure. “Our experts in skin physiology and white biotechnology have designed Neoporyl to address the biological phenomena of parakeratosis and skin fragility,” says Mathias Fleury, Head of the Actives category for Givaudan Active Beauty.

Through the process of biocatalysis, the company says that enzymes are able to transform leftover residues and are a key source of renewable raw materials, contributing to consumers' calls for sustainable cosmetic ingredients. Commenting on how its latest ingredient development works, Fleury says: “Our active ingredient is able to limit hyperdifferentiation in the epidermis,

reduce nucleated cell density in the stratum corneum, restore collagen production in the fragile dermis and boost mature collagen and decorin production.”

During research and development, Givaudan saw how enlarged pores are strongly driven by genetics and environmental factors, while being the result of two main factors, parakeratosis and dermis fragility. Neoporyl aims to effectively counteract both of these key biological causes. Clinical tests explored the efficacy of Givaudan’s latest product, with the company claiming a significant reduction of pore size in Caucasian women within just two weeks for all volunteers, regardless of age range. In addition, Givaudan also found increasing efficacy during the two-month trial period compared with the placebo group. Similar benefits were perceived among Asian men, with a significant effect on pore size in one week as well as an additional improvements in skin appearance.

Source: Givaudan

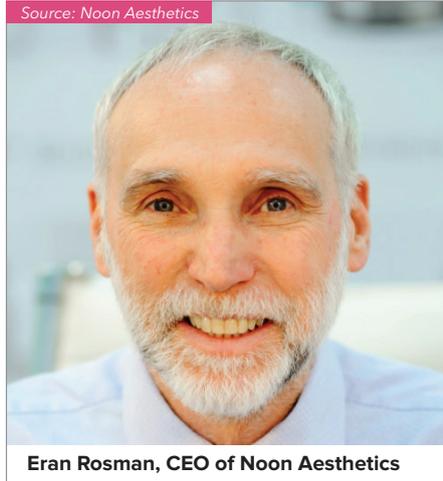
Neoporyl™

The next-gen pore therapist

Neoporyl™ is a powerful cosmetic ingredient clinically proven to reduce pore size in just one week. Crafted by biocatalysis, it targets the root causes by acting on parakeratosis and dermis fragility.

Away from the science, Givaudan sees that today's beauty consumers are knowledgeable about their specific skin concerns. It notes the use of a new term, "porexia", that has been coined to describe a fixation with pore size. The company outlines that enlarged pores are often perceived as a sign of premature aging, with the size of our pores becoming a considerable concern comparable to fine lines and wrinkles.

It is not just the big multinationals pushing the development of new ingredients, formulas and treatments. Founded in 2012 by a chemist and a technology specialist, Noon Aesthetics has been bringing highly researched, targeted skin care treatments to market. With its eyes now fixed on expansion in the United States, the company has released DermShield for use by skin care professionals. As he prepares to celebrate the firm's 10-year anniversary, CEO Eran Rosman sat down for a Q&A to reveal Noon's latest proprietary breakthrough, and what is on the horizon in Decade Two.



Eran Rosman, CEO of Noon Aesthetics

What inspired Noon Aesthetics to launch its range of skin care products?

Early on, Noon Aesthetics understood that the challenge with high strength therapeutic skin care was the adverse effects of the treatment. Maximizing the abilities of therapeutic skin care such as AHA/BHA peels and creams require high acid concentration and low pH, conditions that may lead to side effects such as itching, stinging, erythema, edema and discomfort.

What are skin care consumers and professionals demanding from their products?

Skin care consumers, as well as providers, are seeking highly effective yet safe skin care treatments.

How does Noon Aesthetics strive to answer these demands with its skin care line?

Using DermShield, a proprietary breakthrough approach to skin care, Noon Aesthetics empowers professional skin care providers to deliver highly effective, safe and irritation free treatments that lead to healthy and beautiful skin for all.

DermShield technology enables the use of high concentration levels of active ingredients without the risk of side effects on all skin types.

DermShield creates a temporary selective inhibitor complex that:

- temporarily and directly reduces the transmission of the skin's chemical irritation;
- creates a synergistic effect leading to decreased development, incidence and severity of skin irritation and erythema;
- enables the treatment of all skin conditions, all Fitzpatrick skin types, all year round.

How did you come up with the idea for the DermShield Technology? What was the process from conceptualization to commercialization?

The market is fueled by the ineffectiveness of non-prescription cosmetics. Patients are also showing greater confidence in products recommended by physicians and there is rising consumer demand for effective and high quality products.

It was clear that in order to reach an effective treatment, there is the need to increase the concentration of the active ingredients and lower the pH; both leading to potential adverse events. Developing the DermShield technology enabled us to make the changes needed to increase efficacy while maintaining a safe and irritation-free treatment.

Noon's product line includes a full portfolio of over 40 professional medical-grade skin care products, treating a broad range of requirements. The product line offers professionals full flexibility in building customized treatment protocols, based on their patients' needs.



Source: Noon Aesthetics



Who is the range's target audience?

Our target audiences are professional skin care providers, including:

- Physicians including dermatologists and aesthetic physicians
- Professional skin care therapists
- MedSpas
- Nurses
- Physician assistants
- High-end cosmeticians

Why did you decide to set up your US sales operations now? Why is the US such a key market for Noon Aesthetics?

We have been focused on entering the US for some time now and we have made sure that our resources are aligned with this strategy. From our perspective, the timing to enter the US is optimal. We have managed to secure a top-professional sales and clinical team as well as supporting logistic infrastructure.

Noon has taken a strategic decision to sell its products only to professional skin care providers (i.e., the products are not available online) and is only promoting its home skin care product line through our providers. This strategy supports our customers in providing them with a differentiated offer in a highly competitive market.

What are your hopes for growth in the US market?

The US presents a big market potential for us and has been identified as a key strategic territory. As such, Noon plans to focus much of its resources and attention on this market.

What are your plans for 2022?

Noon's plans for 2022 are to continue our growth in strategic markets and to continue delivering high quality, highly effective skin care products that are safe and irritation free. Our vision is to become a leader in the professional skin care market and to enable healthy and beautiful skin for all patients.

