



## A World First

### From Aesthetic Medicine to Transdermic Technology

Since 2007, Labo has been carrying out extensive research in the field of skin penetration of dermo-cosmetic substances with the aim of achieving important effects, parallel to those of aesthetic medicine, **but without injections.**



## From Aesthetic Medicine to Transdermic Technology

A first result of this research came with Fillerina: to obtain a real effectiveness in terms of penetration through the skin **without using a needle**, Labo researchers developed hyaluronic acid molecules with different molecular weight. To highlight their real penetration capability, these molecules underwent a test with Franz Cells technology.

## No Injections, Yes Transdermic Technology

Enormous investments in the potential of this new technique have allowed to develop active substances with very low molecular weight and provide them with the capability of exceeding the stratum corneum and penetrating epidermis and dermis where they will play their function without getting into the system: **this is a world first in the dermo-cosmetic field** based on the Transdermic Technology as **an alternative to injections** that are performed in aesthetic medicine, for which Labo Cosprophar filed a patent application.

## Labo Transdermic

No Injections, Yes Transdermic Technology

The new transdermic technology that lies behind Labo Transdermic has exactly the function of promoting the penetration through the skin of the substances that, in aesthetic medicine, are injected in order to solve problems due to skin ageing, wrinkles, dull, listless skin, cutaneous spots, dehydration, sagging tissues, etc.

**In addition to the functional active substances, specific for every need, Labo Transdermic preparations contain the 8 hyaluronic acids of Fillerina Patent.**

## Marketing Aspects

— Line concept: 5 answers to skin fundamental needs, each of which consists of 4 preparations, plus specific products for eye contour, for face cleansing and two special formulations.

	Indications	Functions
<b>1</b> ANTI-AGE	Mature, sagging skin	Cell renewal, redensification, skin lifting
<b>2</b> ANTI-WRINKLE	Skin with wrinkles and furrows	Anti-wrinkle for deep furrows on face, neck and lip contour
<b>3</b> HYPERSENSITIVE	Delicate, sensitive, intolerant skin	Care and protection for sensitive and irritated skin
<b>4</b> CLARIFYING	Dull, listless skin, with cutaneous spots	Clarifying, illuminating and anti-spot action
<b>5</b> INTENSIVE	Normal to dry or very dry skin	Intensive skin hydration, nourishment and rebalancing

	Indications	Functions
<b>e</b> TOTAL EYE CARE	Specific for eye contour	Crow's feet, drooping eyelids, eye bags and dark circles
<b>C</b> CLEANSING	Daily and periodic cleansing	Cleansing, purification, make-up removal
<b>BASE SPF 50+</b>	UVA UVB Sunscreen	Fluid base with very high SPF
<b>ULTRA SERUM</b>	Total Action	5 actions of the specific serums

## Marketing Aspects

- Big line number on the packaging, to facilitate the choice and the advice.
- Transdermic penetration tables of the active ingredients for each product.



## Marketing Aspects

- Two top-notch preparations: an SPF 50+ fluid base, to be used with all the creams when applied in the morning, and an Ultra Serum composed of the active ingredients of the Serums of the other 5 lines.



## Marketing Aspects

- Testers Basket: it gathers in a rational way the tester version of every product in their actual size. Easy to transport.
- Samples of 15 different references. They are contained in a box where, when necessary, it will be possible to refill the single references.
- The perfumes are all allergens free.





## Efficacy

- All preparations are dermatologically tested, even on sensitive skin.
- Clinical efficacy tests and self-assessment tests on all preparations.
- All eye contour preparations are ophthalmologist tested.