

Illuminating Exfoliant



The purpose of exfoliators is to remove debris and release dead skin cells from the surface and pores of the skin. Many exfoliators that do this leave the skin stripped and dry, with many physical exfoliants scouring and causing microtears to the skin. Emma Lewisham's Illuminating Exfoliant was developed to deliver thorough exfoliation while not only mitigating these common negative impacts of exfoliation but improve the condition of the skin. Containing a rinse-resistant hydrator that harnesses innovative water-trapping technology, it increases hydration, improving the skin's condition. AHAs and BHAs loosen and liberate build-up and dead skin cells while biodegradable jojoba wax beads gently buff away debris without causing micro-tears. The combination of these chemical and physical methods of exfoliation bridges the gap in the market for an effective exfoliant that doesn't aggravate or disrupt the skin and goes a step further to improve the skin's condition.

Formulation Design & Delivery

Physiology Synchrony Unlock Method™

This formulation has been engineered in line with the Emma Lewisham P/S Unlock Method™ of product design. This method is anchored on the skin's physiology, piecing together novel combinations of up to 25 scientifically researched ingredients to work in symphony and trigger a coordinated response from the skin. This synchronous activity is designed to deliver formulations that both enhance the skin's condition and amplify its response to achieve leading results.

Why did we develop this product?

At Emma Lewisham, we believe that every time we touch the skin there is an opportunity to leave it in better condition than we found it. The Illuminating Exfoliant was built on this foundation. There are many misconceptions around what exfoliants can do for the skin, with consumers often assuming that skin needs to feel stripped, or in some cases raw, to have performed an effective exfoliation. However, by constructing a more sophisticated exfoliation system, Emma Lewisham has engineered a formulation that delivers an effective and thorough exfoliation while, not only avoiding skin aggravation, but improving its condition. On the current market it is hard to find an exfoliant which can effectively exfoliate the skin while also improving skin condition and not imparting any unwanted side effects. The Emma Lewisham Illuminating Exfoliant is created to bridge this gap and provide consumers with a scientifically backed exfoliant

option which can effectively exfoliate the skin while also leaving the skin in better condition than it was found, imparting long-lasting hydration and overall skin health.

The purpose of exfoliation

Exfoliating the skin can result in a wide range of benefits to overall skin health. The skin is our barrier between internal and external environments, this means that it constantly responds to changes and challenges from both its internal and external environments and undergoes essential processes which keep it functioning in a way which it can best respond to changes and provide protection against potentially harmful aggressors. An important process of the skin that aids in maintaining its function is skin cell turnover where 'new' skin cells are generated in its deeper layers that migrate to the surface where older skin cells then shed from the body¹. These 'older' skin cells can appear dull, and along with environmental pollutants and natural skin components such as sebum, can leave our complexion dull, with congestion and rough texture. Further, buildup can result in pores becoming blocked, which is a key factor in the formation of blemishes. This is why it can be beneficial to support the skin's natural shedding of older skin cells and ridding of debris and impurities with the use of an exfoliant. Exfoliation can remove accumulated debris and liberate older skin cells to present a fresh, radiant, and clarified surface while aiding in the prevention of blemishes.

Due to the benefits of exfoliation, it's not surprising that there are so many exfoliation offerings in the market.

However, a common compromise exists whereby a product aims to deliver intense exfoliation but at the compromise of the skin's condition, or they protect the skin's condition, but at the expense of the level of exfoliation delivered. Emma Lewisham's formulations are constructed through a deep understanding of the skin and a commitment to delivering results without compromise. The Illuminating Exfoliant delivers just that, using a three-part complimentary exfoliation system along with rinse-resistant complexion enhancers to deliver freshened, clarified, and conditioned skin.

It is important to remember that exfoliation is just the first step towards achieving optimal skin health and should be done cautiously and in the company of supporting factors such as hydration.

The balance of effective exfoliation

Beneficial exfoliation lies in the delicate balance between exfoliation intensity that is strong enough to deliver benefits yet not too strong that it damages the skin. Some people may reach for an exfoliant that is lower intensity to protect their skin's condition, in turn deprioritising thorough action. This approach, while minimising harm, can also minimise benefit. Some people may reach for an exfoliant that delivers the strongest action, however, in turn deprioritising tolerability and condition of the skin. This approach, while maximising action, can result in skin that is stripped of important oils, compromise barrier function, promote inflammation, and in some instances lead to a compensatory increase in

sebum production².

Emma Lewisham's Illuminating Exfoliant is carefully engineered with three mechanisms of exfoliation to deliver both beneficial effectiveness of action while simultaneously supporting the condition of the skin. The unique formulation is centred around efficacy as well as skin integrity, making sure no damage to the skin is imparted. The exfoliant is also designed to hydrate the skin, to not only avoid detriment, but to improve the skin's condition.

Triple-action exfoliation

This three-part exfoliation system uses gentle acids to liberate dead skin cells and debris from the surface and pores of the skin, combined with a smooth physical exfoliant to buff loosened skin cells and debris from the surface of the face. This three-part system harnesses individually tolerable ingredients that provide an effective combined level of efficacy. These ingredients work together in harmony with the skin, mitigating aggravation or disruption.

The first mechanism of exfoliation is using Alpha Hydroxy Acids (AHAs), a chemical process where Lactic Acid, a water-soluble acid, penetrates the upper layer of the epidermis and weakens the bonds between dead skin cells. By weakening these bonds, the dead skin cells are loosened and can be easily removed, revealing fresher, smoother skin underneath. The second mechanism of exfoliation is using Beta Hydroxy Acids (BHAs), another chemical process where Willow Bark extract, an

oil-soluble acid, can move into the deeper areas such as pores, where it liberates congestion from the pore. This helps to clear and prevent blockages in the pores to aid in the prevention of blemishes. The third mechanism of exfoliation is using biodegradable Jojoba wax beads, a physical exfoliant where the small smooth-surfaced wax beads can gently buff the skin without causing any micro-tearing and subsequent damage. By including a physical exfoliation process in conjunction with chemical exfoliation processes, Emma Lewisham's Illuminating Exfoliant achieves a deeply effective exfoliation where all processes support each other and work together to achieve gentle yet effective exfoliation.

While an important function of the Illuminating Exfoliator is achieving a highly effective exfoliation without aggravating the skin, this formulation includes 'wash on' technology to elevate the skin's condition through use. This is unique to a rinse-off product, delivering both hydration and antioxidant impact.

Rinse-resistant hydration technology

Emma Lewisham's Illuminating Exfoliant elevates skin hydration using rinse-resistant technology. Innovative ingredient, Saccharide Isomerate, harnesses water-trapping technology to provide persistent hydration, demonstrating an ability to increase skin hydration for 24 hours after use in a rinse-off application. Saccharide Isomerate uniquely binds to free lysine on keratin, forming a resilient bond that resists being washed off. This targets a long-lasting, non-greasy presence on the skin.

Furthermore, this hydrating ingredient, which is unique to an exfoliant, demonstrates an ability to increase hydration through rinse-off formulations. With a long-lasting presence, Saccharide Isomerate also demonstrates an ability to replenish the skin from within by stimulating the skin's own production of Hyaluronic Acid – a vital process in skin physiology for hydration and moisture retention. By activating the skin's natural mechanisms, Saccharide Isomerate elevates the skin's condition, resulting in a hydrated and even complexion.

Antioxidant activity

In addition to removing physical debris, this exfoliator delivers antioxidant activity which seeks to neutralise molecular aggressors, for a deeper level of 'cleanse'. The potential for antioxidant impact on the skin is strengthened through prolonged exposure. Some customers use the Illuminating Exfoliant as an 'at home treatment' application whereby the formulation is worn on the face for an extended period of up to 30 minutes, if tolerable. Antioxidant activity is delivered by the nutrient dense formulation, which includes Leontopodium Alpinum extract which is sourced from high altitudes for higher leontopodic acid concentration. This skin action has been considered, as reactive oxygen species are associated with negative impact on the skin, along with activity that can lead to collagen degradation. In delivering antioxidant activity, this formulation acts as a 'springboard' for the leave-on products to achieve greater overall efficacy.

Formulation Validation

A key objective of this formulation is to provide an effective exfoliation without perceived irritation. To test this, survey feedback was obtained after a period of use. Antioxidant activity was also validated through independent *in vitro* testing.

Impact Investigated**Methodology Summary****Results**

Perception of deep exfoliation without irritation

Subjective consumer survey (2022) based on 30 participants.

97% agree that 'skin is deeply exfoliated without feeling scoured or irritated after using the Illuminating Exfoliant'.

Antioxidant activity

Independent *in vitro* test (2021) investigating the antioxidant activity on macrophage cells over an 8-hour assessment window.

Inhibition of superoxide production, outperforming a leading 'age targeting' facial serum.

Illuminating Exfoliant Summary

Emma Lewisham's Illuminating Exfoliant overcomes the common efficacy versus tolerability trade-off of most exfoliators, providing deeply renewing exfoliation, without aggravation, while improving the hydration and condition of the skin. Utilising a multi-faceted approach, it combines AHAs, BHAs and the physical exfoliant of smooth-surfaced Jojoba wax beads to deliver deep action without scouring the skin. Its unique rinse-resistant hydration technology and antioxidant activity leaves the skin in better condition than it was found, imparting long-lasting hydration and overall skin health.

References

- 1 Pierard, G., Goffin, V., Hermanns-Le, T., Pierard-Franchimont, C. "Corneocyte desquamation.". *International Journal of Molecular Medicine* 6, no. 2 (2000): 217-238. <https://doi.org/10.3892/ijmm.6.2.217>
- 2 Diaz, De Anna & Ditre, Chérie. (2020). The effect of Cleansers on the Skin Microbiome.

All Emma Lewisham products are formulated according to Regulation (EC) N° 1223/2009 which is the main European regulatory framework to strengthen the safety of finished cosmetic products. Emma Lewisham products have been independently reviewed by an expert safety assessor according to these regulations and issued a safety certificate. As part of this review, they have confirmed there are no groups of people, such as pregnant or breastfeeding women, for which Emma Lewisham products would be unsafe.

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