

GENOCOSMETICS: a new era in cosmetics



one.gen/0,1 Genocosmetics: In-line with market trends

- ✓ **DNA-testing** is becoming widespread both in healthcare and well-being (e.g. nutrition)
Boosted by “Angelina-effect”



- ✓ **Customization of products** with standard basis
= maximizing emotional link with the consumer.



- ✓ **Cosmetic market** increased offering of products
with a personalized touch

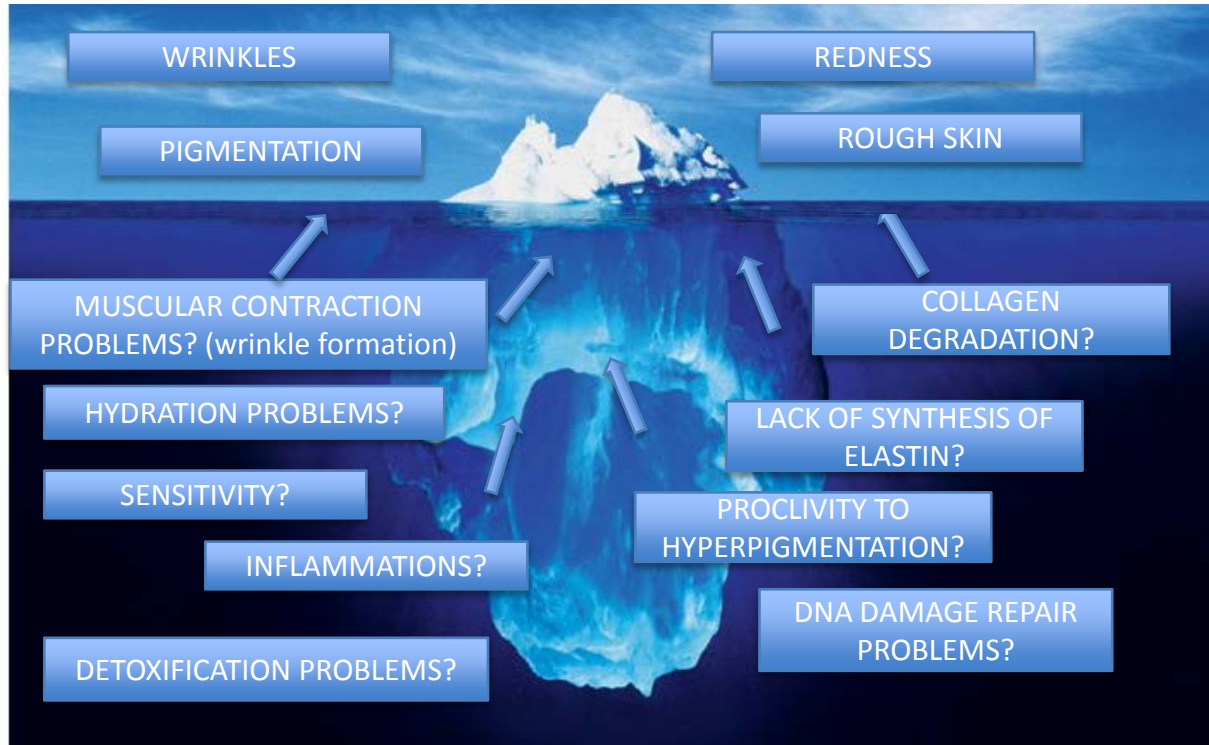


COSMETICS™
à la carte
LONDON



- ✓ **Genocosmetics** = made for you = maximum emotional link

New era: Conventional skin analysis vs. DNA skin analysis



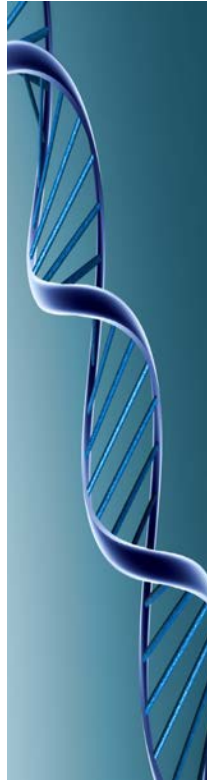
← **CONVENTIONAL SKIN ANALYSIS:**
Considers the current skin problems we see

← **DNA SKIN ANALYSIS:**
Considers what we can't see: the genetic roots of current and potential future skin problems
= enables more objective treatment & prevention

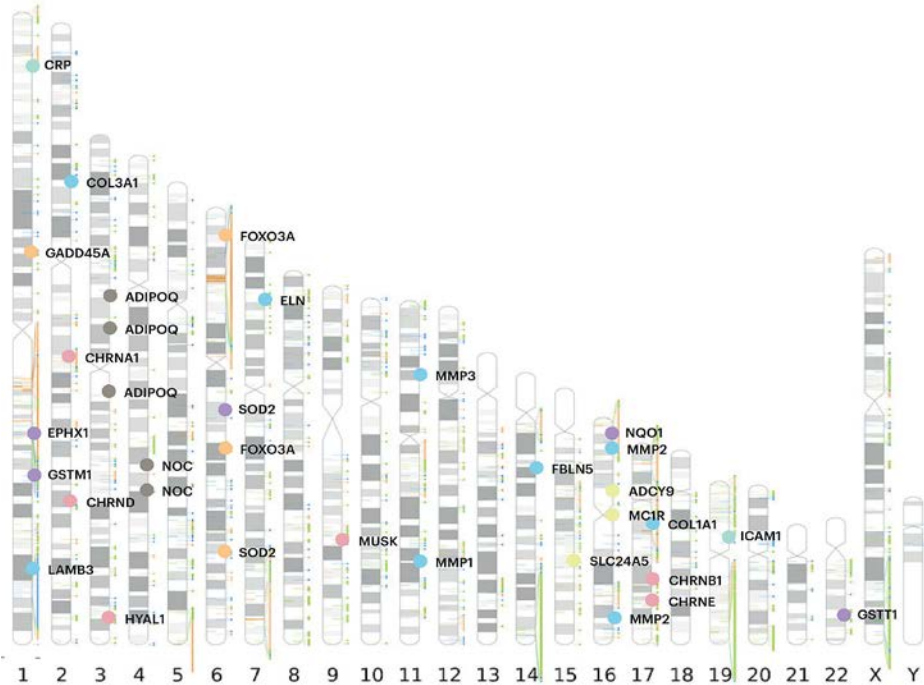
**DNA SKIN ANALYSIS =
THE GPS TO OUR SKIN**

New era: Conventional cosmetics vs one.gen/0,1 clinical genocosmetics

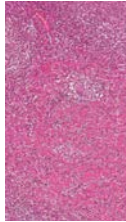
	Conventional cosmetics	one.gen/0,1 genocosmetics
How do I choose?	Trial and error (+advice) What is right for me? Guesswork...	✓ DNA test = the GPS to my skin ✓ Right product first time ✓ Guesswork eliminated
Product activity	Pre-defined target areas Efficacy and efficiency?	✓ Individualized ✓ Effective and efficient
Corrective anti-aging treatment	What is seen	✓ DNA test = the GPS to my skin. ✓ Corrections based on the roots of what is visible
Preventative anti-aging treatment	Typically focus on wrinkles or pigmentation	✓ DNA test = the GPS to my skin. ✓ Prevention to stay clear of / delaying hitting the “icebergs” ahead of me = expands the market
Brand loyalty	Volatile consumers	✓ High brand loyalty, “made for me”



Focus areas in one.gen/0,1 clinical genocosmetics



- CELLULAR LONGEVITY
- DERMAL STRUCTURE
- HYPERPIGMENTATION
- ANTI-WRINKLES
- CUTANEOUS DETOXIFICATION
- CUTANEOUS INTOLERANCE
- BMI INCREASE



one.gen/0,1 CLINICAL GENOCOSMETICS - SCIENTIFIC BACKGROUND

THE HISTORY OF DNA

1953

DOUBLE HELIX STRUCTURE

(Watson & Crick)

2003

DNA DECODIFICATION

(Human Genome
Project)

2008

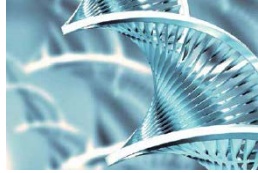
PERSONALIZED MEDICINE

TODAY

PERSONALIZED COSMETICS



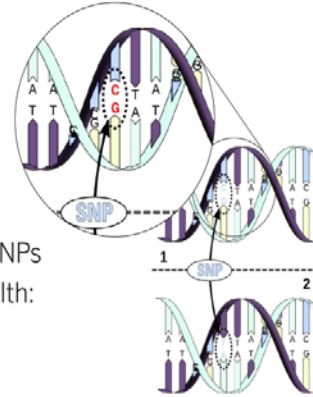
Genocosmetics – Scientific reasoning



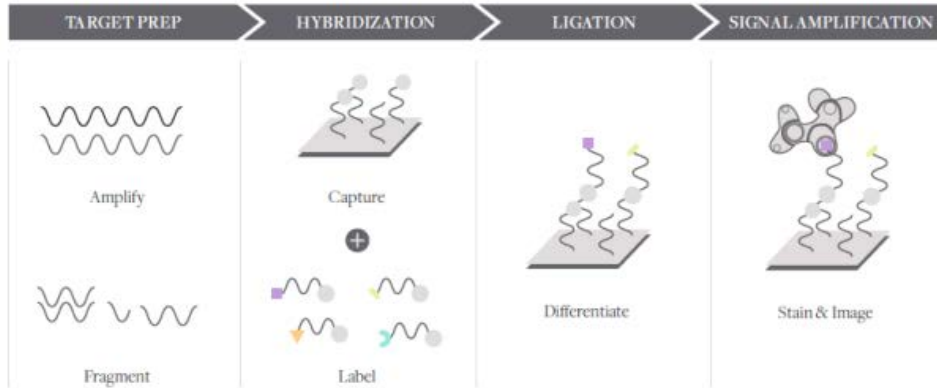
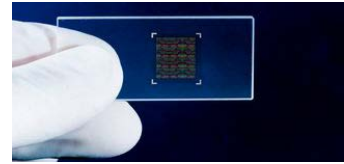
- We are **99.9%** genetically the same
- **0.1%** is what makes us unique and defines our physical characteristics such as the color of our skin and the risk to develop sensitive skin, wrinkles, pigmentation...
- SNPs determine genetic predisposition.
- We can minimize current and future potential skin weaknesses and
- enhance skin strengths by applying the right cosmetic active ingredients → **Prima-Derm core knowledge**
- Lifestyle decisions can affect our skin and genocosmetics can be optimized by considering lifestyle patterns

SINGLE NUCLEOTIDE POLYMORPHISMS SNPs

- .. 90% of variation at the genetic level: SNPs
- .. Not all of the SNPs have effects on health:
 - intergenic regions
 - synonymous SNPs



one.gen/0,1: exclusive DNA-microchip



- Applying predominant technique in DNA-analysis: microarray, with configuration exclusively for Prima-Derm.

- Applying unique algorithm developed by Prima-Derm

- Measures hybridization levels via fluorescence and image analysis

- 99.9% accuracy

-DNA test performed by accredited laboratory (UK and Spain)

Examples of results from Epidermos study

Patients: 56 patients aged 24 - 63



Duration: 21 days usage, 2 times application a day

Products applied: gen.elixir (serum) + gen.sinergy (molecular film)

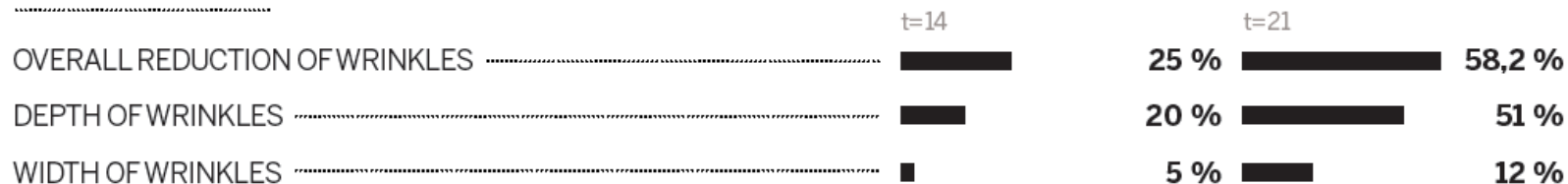
Study CRO-monitored by Key Opinion Leader in dermatology

Image analysis using unique Antera 3D device

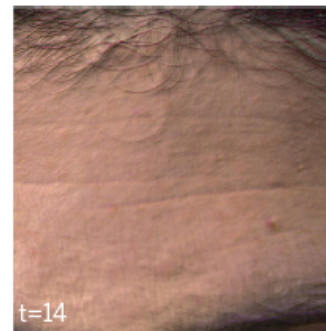
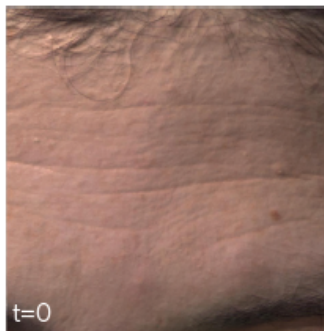
one.gen/0,1- Unparalleled results

VOLUNTEER REF. 126

CUTANEOUS INTOLERANCE, CUTANEOUS DETOXIFICATION, CELLS LONGEVITY



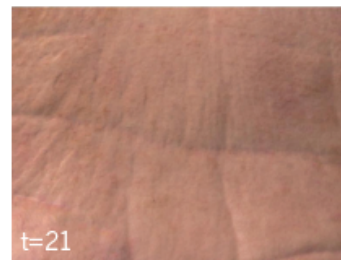
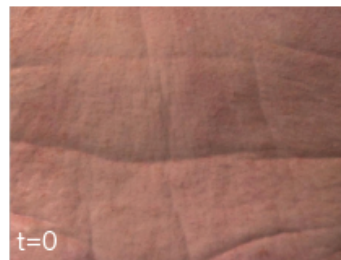
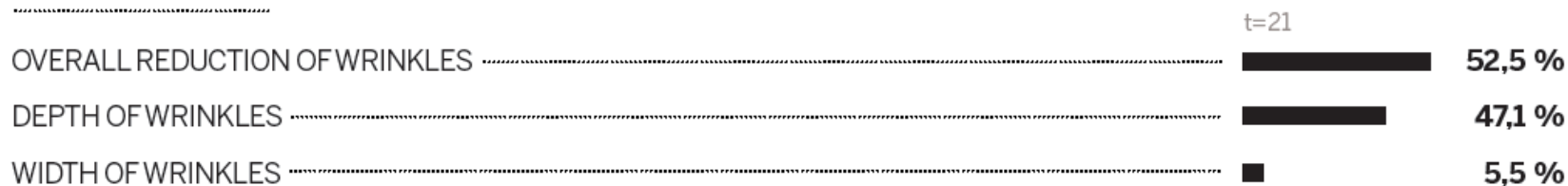
Results achieved
without anti-
wrinkle
concentrate



one.gen/0,1- Unparalleled results

VOLUNTEER REF. 123

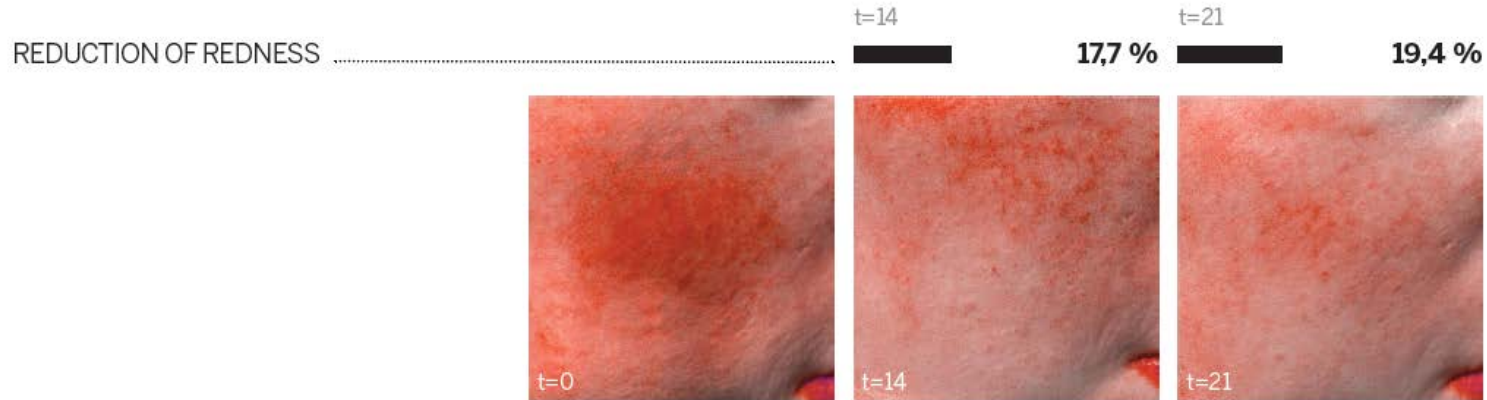
WRINKLES, PIGMENTATIONS, CUTANEOUS INTOLERANCE



one.gen/0,1- Unparalleled results

VOLUNTEER REF. 154

DERMAL STRUCTURE, CUTANEOUS INTOLERANCE, CUTANEOUS DETOXIFICATION



one.gen/0,1- Unparalleled results

VOLUNTEER REF. 107

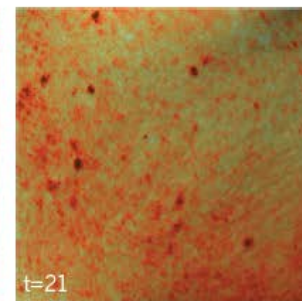
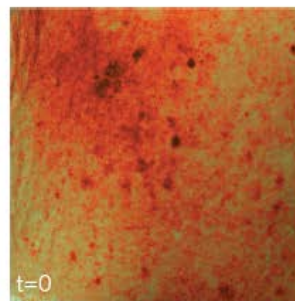
CUTANEOUS INTOLERANCE, CUTANEOUS DETOXIFICATION, CELLULAR LONGEVITY

OVERALL REDUCTION OF HYPERPIGMENTATION

t=21

15,9 %

Patient not
genetically marked
for
hyperpigmentation

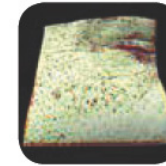


All clinical studies apply Antera 3D imaging analysis

- Unique 3D skin analysis of before and after pictures
- Analyzes targeted activities of one.gen/0,1
- Synergistic “experience” tool to promote one.gen/0,1 and follow-up monitoring on treatments



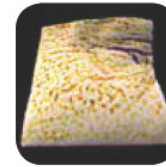
Colour Image



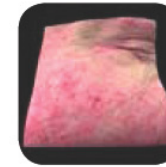
Skin Texture



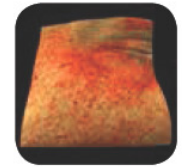
Volume



Wrinkles



Redness



Pigmentation



PROGRESSIVE MICRO-EXFOLIATING CREAM



CUSTOMIZED BOOSTERS



COSMETOGENOMIC INTENSIVE SERUM



PROTECTIVE HYDRATING MOISTURIZER



Core of one.gen/0,1 treatment:

gen.elixir (21ml) + top 3 of 6 boosters

Booster concentrates (each 3ml):

- Anti-wrinkles
- Restructuring
- Dermo-illuminator
- Pro-tolerance
- Detoxifying
- Chronovital (cellular renewal)



Example of gen.elixir formula

Gen.elixir +

Anti-wrinkles concentrate targets to provide cumulative effects within the primary genetic markers responsible for the formation of wrinkles

Pro-tolerance concentrate targets to reduce skin sensitivity and promote the protective properties of the skin

Chronovital concentrate targets to strengthen the skins resistance to stress and aging by regulating protein stability and slowing down the skin's aging processes



one.gen/0,1 genocosmetic experience

1st Visit

- A. Antera 3D facial Analysis
- B. DNA sample taking
- C. questionnaire
- D. informed consent
- E. Provide gen.peel

Kick-off

2nd Visit

- A. Antera 3D facial analysis
- B. DNA report
- C. Present luxury box
- D. gen.elixir activation
- E. gen.sinergy

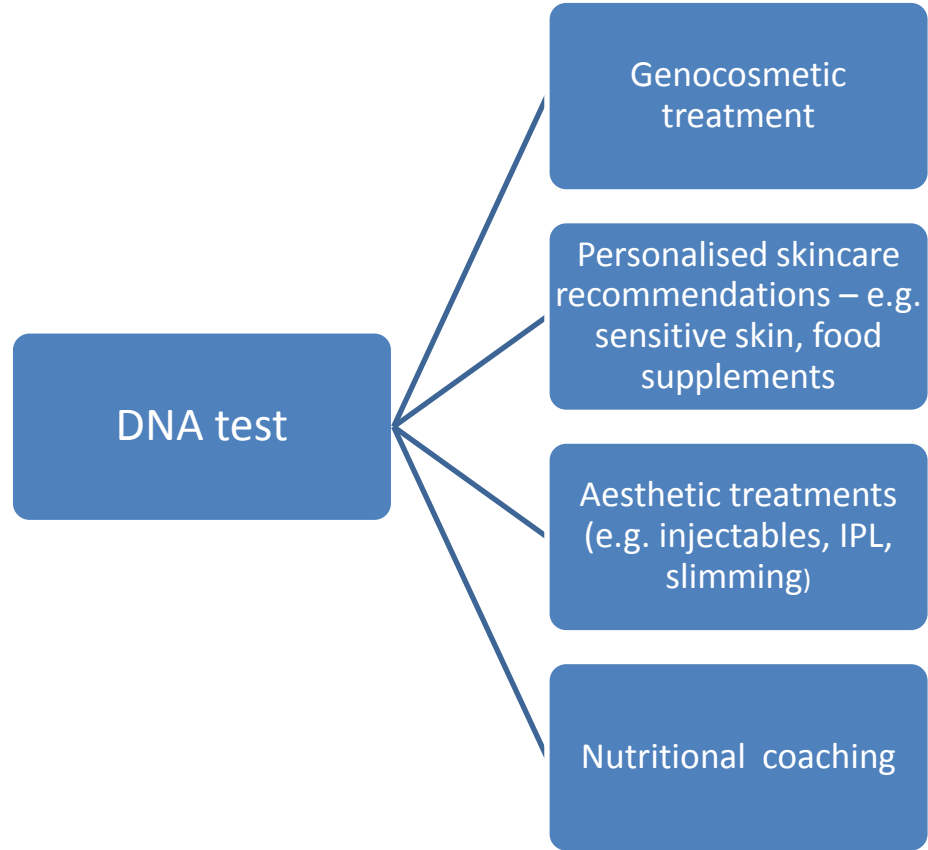
+ approx. 4 weeks

3rd visit and onwards

- A. Antera 3D facial analysis
- B. Repeated usage of gen.elixir
- C. Repeated usage of gen.sinergy

+ every 45-60 days

**Base concept + line
extensions: DNA
testing as GPS in
further personalization
of aesthetic and
wellness treatments**





THANK YOU

