

[F-ACN]

Product identity

F-ACN formula is a target treatment for acne. Acne is a disorder of the hair follicle and sebaceous gland. It happens when the pores sometimes get blocked with dead skin cells. Sebum which normally drains to the surface gets blocked and bacteria such as P. acnes begins to grow and the pore becomes inflamed. Inflammation is what causes a pimple to look red and swollen. The sebum (oil): lubricate and protect skin & hair. Sebum production is triggered by DHT which is modulated by 5- α -reductase enzyme. Consequences of acne: Blemishes & pimple, low self-esteem, depression, dark spots on the skin, scars.

Benefits

- Inhibits the growth of P. acnes, the principal cause of acne, decreases 5- α reductase and reduces skin redness.
- Stimulates ECM proteins improving tissue renewal for maximal healing.
- Soothes irritated skin.
- Reduces redness.



Active ingredients

- Canadian Willowherb
- Tripeptide-1
- Retinol
- Salicylic acid
- Vitamin C
- Vitamin B5
- Vitamin B2
- Vitamin B6

Formulation specificities

- No paraben, alcohol, fragrance, animal origin ingredients, colouring and silicone.
- Non-animal tested.

User indications

- Topical application.
- Skin needling.
- Needle-free mesotherapy.
- Iontophoresis.
- Electroporation.

Can be mixed with:

Use the product pure.

About acne

Who is affected?

- Worldwide concern.
- Everybody had, at some point in their life, been affected by acne...
- Mostly teenagers (4/5 worldwide teens are affected), but dermatologists see more and more adults having acne problem in their 30's and 40's.
- It is the most common skin problem in the USA, 40 to 50M American have acne.

Consequences of acne

- Blemishes & pimples.
- Low self-esteem (acne can make you feel bad about yourself).
- Depression.
- Dark spots on the skin.
- Scars.

Market

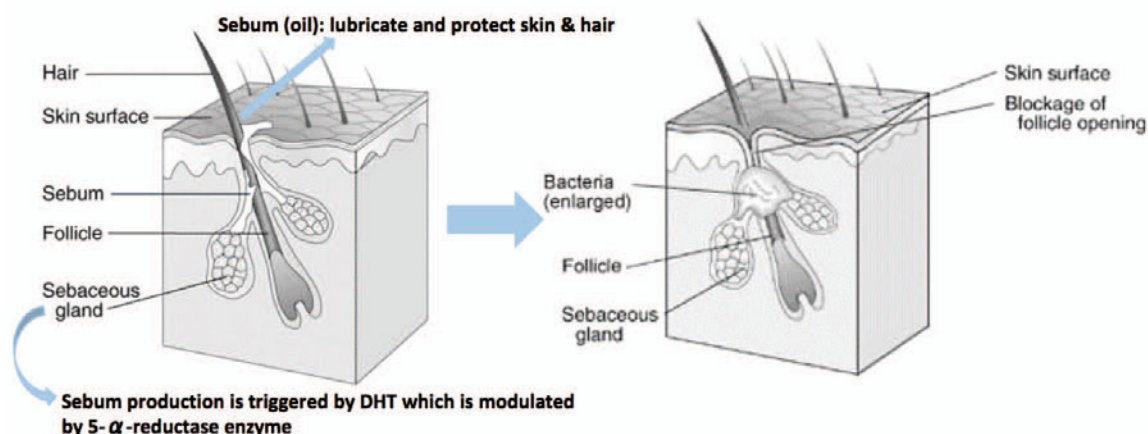
- The global acne market was \$2.8B in 2009.
- The acne market has huge unmet need in terms of efficacy & safety.
- The marketed drugs are not capable of curing the condition completely (reduce lesions by $\pm 50\%$).

Acne... What is it Exactly?

It is a skin condition/disorder of the hair follicle and sebaceous gland.

It happens when:

- The pores sometimes get blocked with dead skin cells.
- Sebum which normally drains to the surface gets blocked and bacteria such as P. acnes begins to grow and the pore becomes inflamed.
- Inflammation is what causes a pimple to look red and swollen.



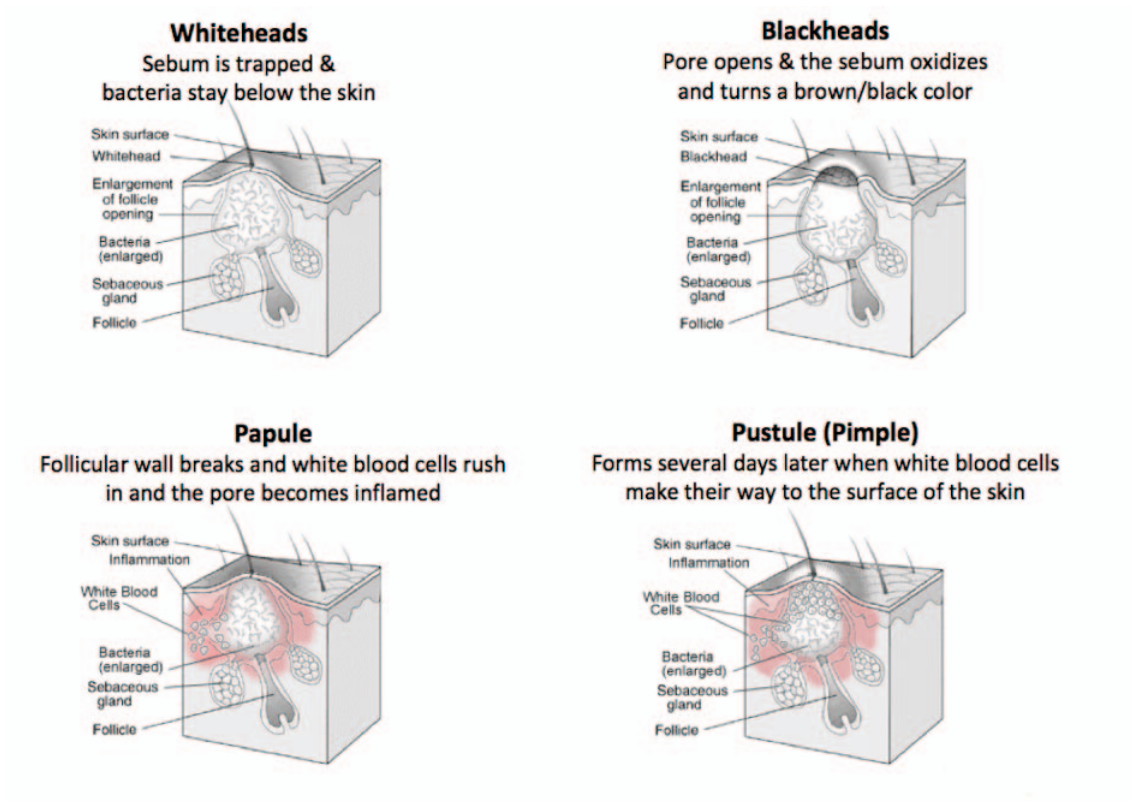
Common places where acne occurs:

- Acne develops where we have the most sebaceous glands.
- These glands make sebum and are found in the greatest number on our face, neck, chest, back, shoulders, and upper arms.

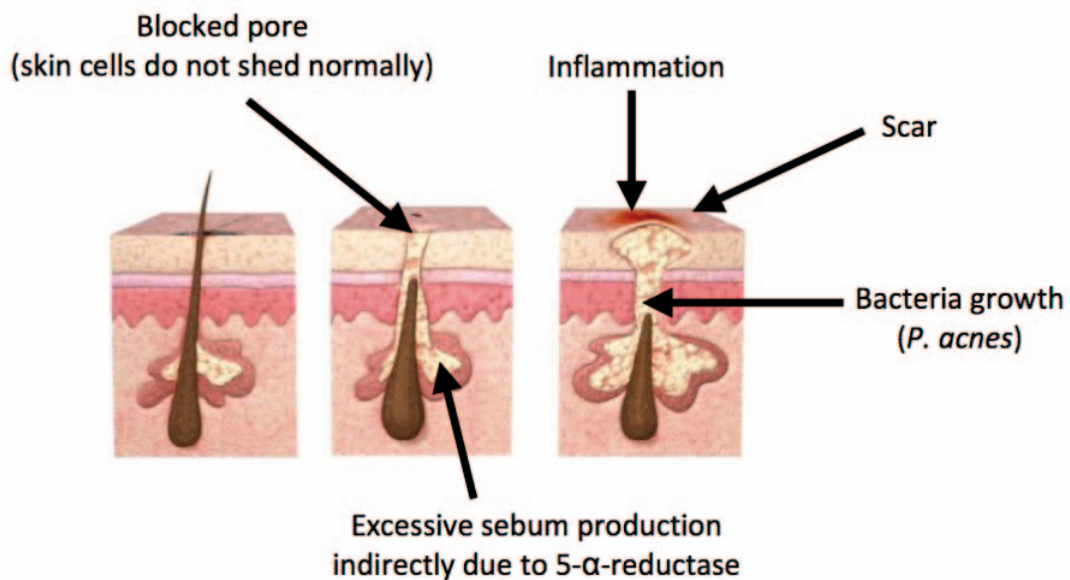
Contributing factors:

- Hormonal changes (male sex hormone);
- At puberty it may cause the sebaceous glands to enlarge and make more sebum;
- Menstrual period, pregnancy, starting or stopping birth control pill.
- Genetic background;
- Psychological stress;
- Environmental irritants (pollution, high humidity);
- Oily cosmetics, squeezing or picking at blemishes.

Acne: Step by Step



Compared to normal healthy skin, acne prone skin has:



Acne is a complex skin condition which requires a multi-level approach!

F-ACN active concept

F-ACN is mainly based on 2 novative components that will specifically help:

Remove excess sebum, prevent the occurrence of acne spots and fight breakouts for a clearer & healthier skin!

Canadian Willowherb:

Inhibits the growth of P. acnes, the principal cause of acne, decreases 5- α reductase and reduces skin redness.

Tripeptide-1:

Stimulates ECM proteins improving tissue renewal for maximal healing.

This 2 ingredients are combines with a blend of 5 vitamins and salicylic acid to softly exfoliate the skin.

Latest clinical results on acne and skin repair:

63 Consumers (51 women & 12 men), 18 to 40 years old, with acne-prone skin (not taking an anti-acne treatment during the study). Applied the «anti-acne cream» with 2% Canadian Willowherb™ & 2% Kollaren®, twice daily during 8 weeks.

- 32% had oily & very oily skin type
- 50% with sensitive skin & 12% with very sensitive skin

- 82% less sebum
- 72% more beautiful skin.
- 72% more clearer skin.
- 70% of the skin looks healthier.
- 72% the products prevents the occurrence of blemishes.
- 68% the product removes impurities.
- 64% the products prevents the occurrence of spots.
- 65% the skin is mattified.
- 64% the products dries our acne spots
- 72% the skin is smoother.
- 76% the skin is not shiny.

Consumers experience a **reduction in blemishes and their skin is clearer in just 4 weeks.**

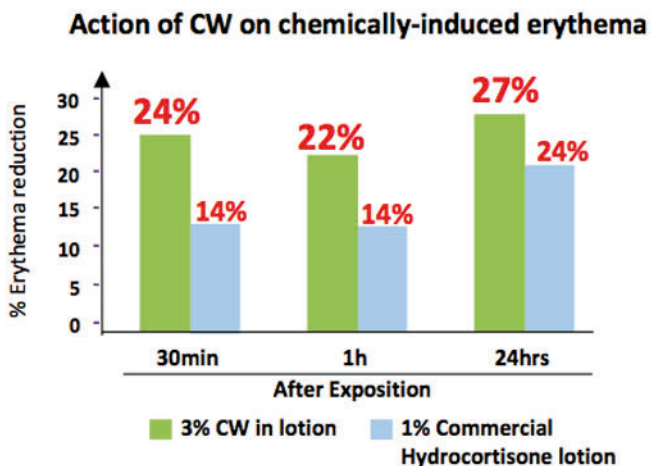
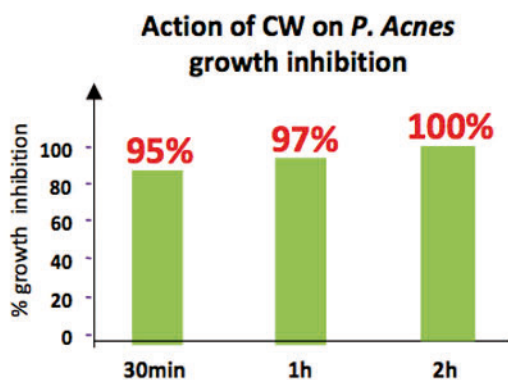
Consumers agree that acne spots are less visible for a smoother, mattified and healthier looking skin

Canadian Willowherb

Canadian Willowherb™ is the natural solution for acne-prone skin treatment, it fights *P. acnes*, reduces 5- α -reductase, reduces inflammation.

Source: Botanical active extracted from *Epilobium Angustifolium*

- Inhibits the 5- α -reductase involved in sebum formation (presence of Oenothain-B).
- Inhibits *P. acnes* the main bacteria involved in acne.
- Reduces inflammation.



Tripeptide-1

Tripeptide-1 promotes skin renewal & scar healing.

Source: Biomimetic peptide derived from a growth factor

- Boosts ECM proteins synthesis for maximal skin renewal

