

Care
Creations™

EPIGENIST™

The epidermal rejuvenator

by Beauty Creations

another Care Creations product group Inspired by Life

 **BASF**

The Chemical Company

EPIGENIST™

A redensified and thicker epidermis in 8 weeks

How to keep an ageless look while staying natural? One of the main beauty secret is to keep the first shield of our body healthy and young: our epidermis. A young epidermis is dense, thick and its major components are continuously regenerated. This relatively fast process keeps those cells plump and results in youthful and healthy looking skin on the surface.

In the frame of researches performed on epidermis ageing, BASF Beauty Creations investigated on the role of skin innervation and made a surprising discovery. We observed that when the skin is no longer innervated, the epidermis loses its volume to reach the aspect of an aged skin.

Could the cutaneous ageing be explained partially by the decrease of innervation? The scientific results are positive and highlight the major influence of nervous fibers on the formation of a thick and well organized epidermis, characteristic of beautiful and young skins.

Having close contact with keratinocytes, nerves endings can influence their proliferation, differentiation, and survival, impacting directly the epidermal organization. With age, the epidermal innervation decreases and this depletion is sufficient to cause epidermal thinning. How can we fight time and rejuvenate an ageing epidermis to get back a strong shield?

BASF Beauty Creations thus looked for an innovative way to address the issue of epidermis thinning due to innervation lack. Thanks to major advance made within our laboratories, we are now able to reverse time through the science of neuritogenesis: the power to regenerate nervous fibers.

Our innovation, **EPIGENIST™** shows the ability to boost the neuritogenesis in the epidermis. When applied on the skin, **EPIGENIST™** reverses the natural degradation of nervous fibers and their growth restarts, counterbalancing the time passing by. Being more innervated, the epidermis finds back the quality of its youth: less senescent cells, a nicer organization, and its thickness has visibly been proven to be increased *in vivo*.

While our epidermis is reboosted from inside, direct impacts are visible from outside: the skin is smoothed and gains back its brightness. The rejuvenated skin does no longer betray our age.

Cosmetic use

- Daily anti-ageing treatment
- Anti-dull skin
- Fine wrinkles treatment

Cosmetic properties

- Increases skin innervation by boosting neuritogenesis
- Improves cells longevity
- Increases epidermal thickness
- Increase epidermal cohesion and quality