

Care
Creations™

Perlaura™
by Beauty Creations

The skin aura designer

 **BASF**
The Chemical Company

Perlaura™

The skin appears brighter and smoother in 4 weeks

Wrinkles and loss of firmness have become secondary concerns for women (and men), who hope to regain beautiful, naturally radiant skin and an even complexion because dull skin accentuates fine lines, dark circles and irregularities.

Radiant skin is nowadays a top beauty wish because it symbolizes health and youth.

To meet this need, the Beauty Creations teams have drawn on their expertise in studying aging skin to investigate new biological pathways, which are different to the well-known pigmentary mechanisms, and involved in the loss of skin radiance.

With a study on changes in the optical and biomechanical properties of the skin during aging⁽¹⁾, we have identified a link between the modification of optical properties (diminution of brightness and radiance) and the biomechanical properties (skin smoothness and reduction in wrinkle appearance).

Therefore we have focused on the relationship between skin structure, architecture and radiance at different skin levels.

Through an academic cooperation with The Institute of Biology and Chemistry of Proteins FR3310 Lyon on the analysis of heparane sulfate proteoglycans expression in basement membrane during skin aging⁽²⁾, we have investigated two fundamental biological targets - perlecan and its receptor dystroglycan - found in the dermo-epidermal junction (epithelial basement membrane) in the dermis, and in the endothelial basement membranes of the blood vessels.

We have demonstrated that their expression declines with age, suggesting that they are involved in epidermal and capillary weakening, alteration of the structural functions and exchanges of the dermo-epidermal junction, as well as skin vascularization.

From these new fundamental data on basement membranes Beauty Creations has developed Perlaura™, a Polygonum bistorta extract that stimulates *in vitro* the expression of both perlecan and dystroglycan, at epithelial and endothelial level, like a multi-layer skin radiance enhancer. By acting on these two targets, Perlaura™ contributes to restore the skin's homeostasis and integrity: the skin is visibly brighter with a smoother, more even surface.

Its aura is restored with the ability to reflect light optimally from the inner skin (maintenance of dermal capillaries) to the skin surface (stabilization of the DEJ and improvement of the epidermis quality).

Cosmetic use

Anti-aging, radiance and brightness restoring treatment.

Daily anti-dullness treatment with «healthy glow» effect (mixed).

Anti-aging and loss of radiance prevention treatment.

Anti-fatigue for the eye area.

Perlaura™ is the new anti-aging, skin aura designer active ingredient developed by Beauty Creations.

⁽¹⁾ O. Freis, G. Perie, A. Rathjens, Skin mechanical and optical properties in function of aging, IFSCC 2012, 15-18/10/12 Johannesburg

⁽²⁾ Dos Santos et al. SFBMEC 2011