



Care
Creations™

Collrepair™ DG

Reverses 20 years of glycation in only 4 months

by Beauty Creations
another Care Creations product group Inspired by Life

 **BASF**

We create chemistry

COLLREPAIR™ DG

Reverses 20 years of glycation in only 4 months

In order to manage our busy life style, our body needs energy rapidly available and sugar is one of the most potent fuels. Although in today's society, our daily consumption of sugar easily reaches 100g per person, twice what our bodies really need. What happens to the excess of sugar accumulated in our body that wasn't consumed for energy?

At the same time vital and harmful, we all know that sugar alters our health, but did you know that it is also one of the main culprits responsible for skin aging? Indeed, consuming too much sugar can have a direct negative impact on our skin through a chemical reaction (Maillard reaction) called glycation.

Glycation mainly occurs in the heart of the dermis: glucose molecules react with intracellular and extracellular protein structures. As a result, AGEs (advanced glycation end products) are formed and accumulate over time.

AGEs affect structural proteins in the extra cellular matrix of the skin, such as collagen and elastin. They modify protein properties, making them more resistant to proteolysis, thus stopping their renewal and impairing their interactions with other proteins. Moreover, AGEs induce the formation of chemical bonds between collagen fibers, disorganizing the extracellular matrix network which becomes more and more rigid.

At cellular level, intracellular proteins are also affected. Among them, the vimentin, required for many vital cell functions in fibroblasts, becomes a preferential intracellular target of glycation.

Slowly and irreversibly, glycation damages the structure of the skin. As a result, the skin loses its elasticity and resiliency, surface wrinkles appear, and skin tone is altered by a yellowing phenomenon.

How can we still talk about skin aging without discussing one of its major causes, glycation?

While BASF has actives that address fiber protection and functionalization, we go one step further in matrix fiber management by reversing 20 years of glycation in only 4 months with our new active ingredient, Collrepair™ DG.

For the first time in the cosmetic field, a decrease in the accumulation of glycated collagen is possible and confirmed through *in-vitro* and *in-vivo* testing. Collrepair™ DG is able to reverse glycation; AGEs are broken, fibers become more flexible, and the skin reveals the mechanical properties from its past youth.

Cosmetic use

- Rejuvenating day/night cure
- Anti-dull skin serum
- Firming face & Body cream

Cosmetic properties

- Breaks the settled intracellular and extracellular AGEs
- Scavenges ROS
- Restores healthy glow
- Improves skin firmness

WE'RE INSPIRED BY LIFE —
WHAT'S IN IT FOR YOU?

WE TRANSLATE INNERMOST WISHES
INTO PRODUCTS THAT PEOPLE LOVE ■ ■ ■

HOW?

SUCCESSFUL BRANDS

OUTPERFORMING PRODUCTS

SCIENCE EXCELLENCE
MEETS
MARKET EMPATHY