

FutureBridge

WEBINAR

The Ageless Quest

Skin Longevity as a Strategic
Imperative in Skincare

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FutureBridge

FutureBridge is a techno-commercial consulting and advisory company. We track and advise on the future of industries from a 1-to-25-year perspective.



**Technologies &
Innovations**



**Markets &
Opportunities**



Business Models



Competition



Regulations

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02

Decoding The Science Behind Skin Longevity

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Outlook

The Ageless Quest Skin Longevity as a Strategic Imperative in Skincare

01

Introduction to Skin Longevity

Beyond Anti-Aging: The Rise of Skin Longevity

Skin longevity is a burgeoning trend in the personal care industry, emphasizing sustained skin health and vitality

Paradigm Shift in the Personal Care Industry: From Anti-Aging to Skin Longevity

Traditional Anti-Aging Approach



Anti-Aging Solutions



Botox



General Health Status



Active Ingredients



Anti-Aging Surgeries



Fillers

Anti-Aging

"Anti-aging is about addressing the symptoms (signs) of aging we see in the mirror"



Skin Longevity

"Skin longevity has emerged as a transformative trend, reflecting a holistic view of skincare that goes beyond traditional anti-aging solutions, Longevity isn't merely an innovation that delays death, but one that optimizes life"

Longevity-Based Approach



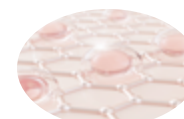
Epigenetic Skincare



Pro-Aging Formulations



Personalization Longevity Care



Overall Skin-Cellular Health



Preventive Skincare



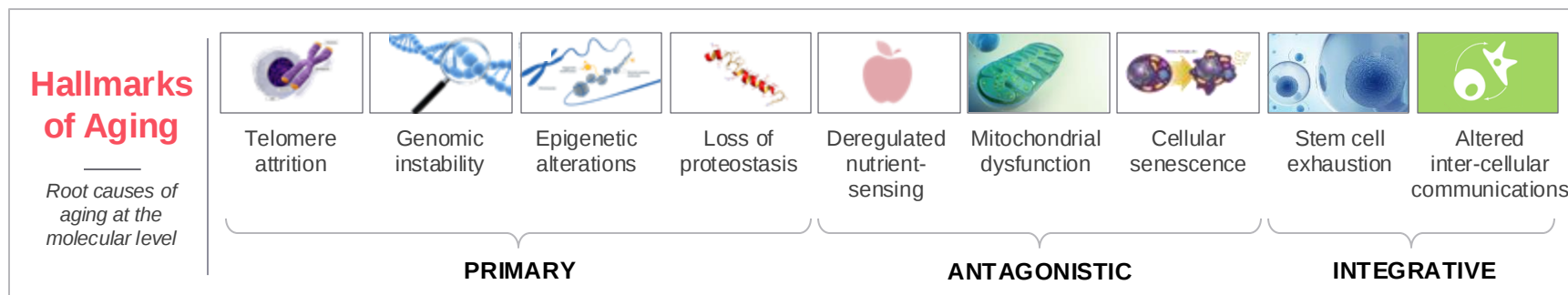
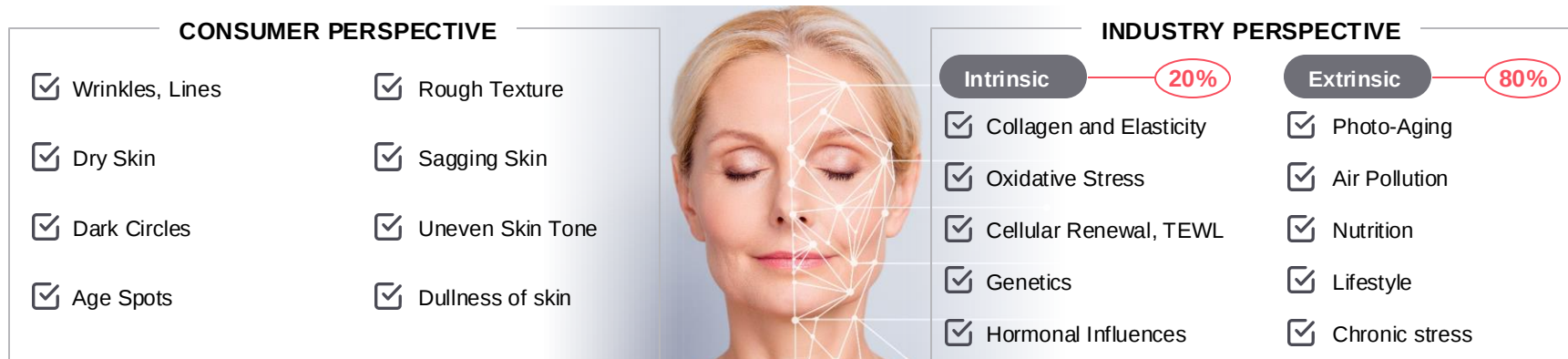
Longevity Therapeutics

02

Decoding The Science Behind Skin Longevity

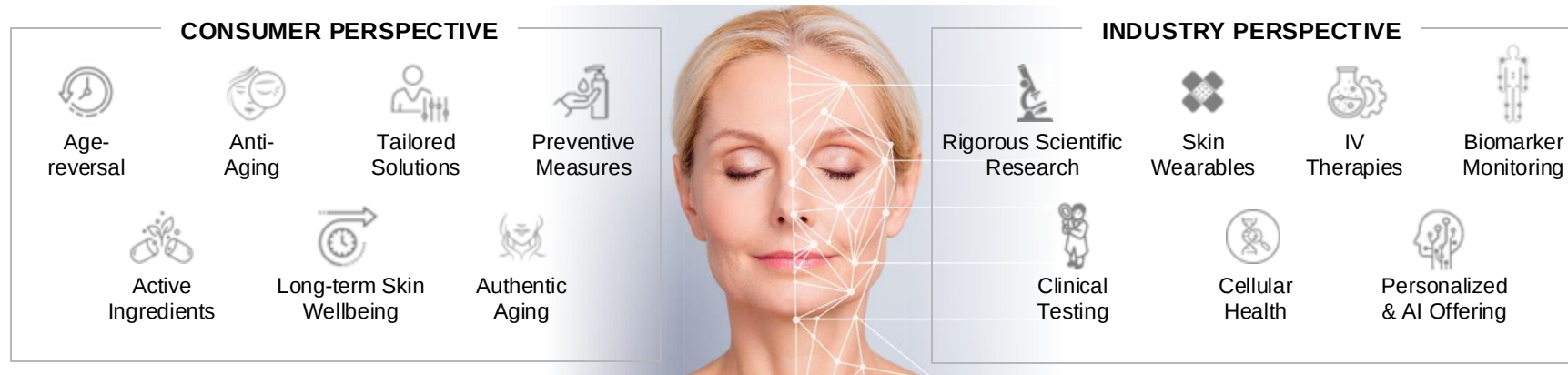
Decoding The Science Behind Skin Aging/Longevity

Skin aging/longevity is a multifactorial process influenced by both intrinsic (genetic) and extrinsic (environmental) factors



Trends Shaping The Personal Care Industry

Rather than just addressing visible signs of aging, consumers are now prioritizing overall skin health and function at a cellular level



Gen-Zs are already worried about looking old

–
70% of them use anti-aging solutions daily

Authentic Aging in Older Women –

40% of women over 55 focuses on 'Authentic Aging'



"Prejuvenation"

"Tailored Ingredients"

"Voice of Experts"

"Pro-aging"

"Preventive Measures"

"Social Media Influence"

"Skin Health"

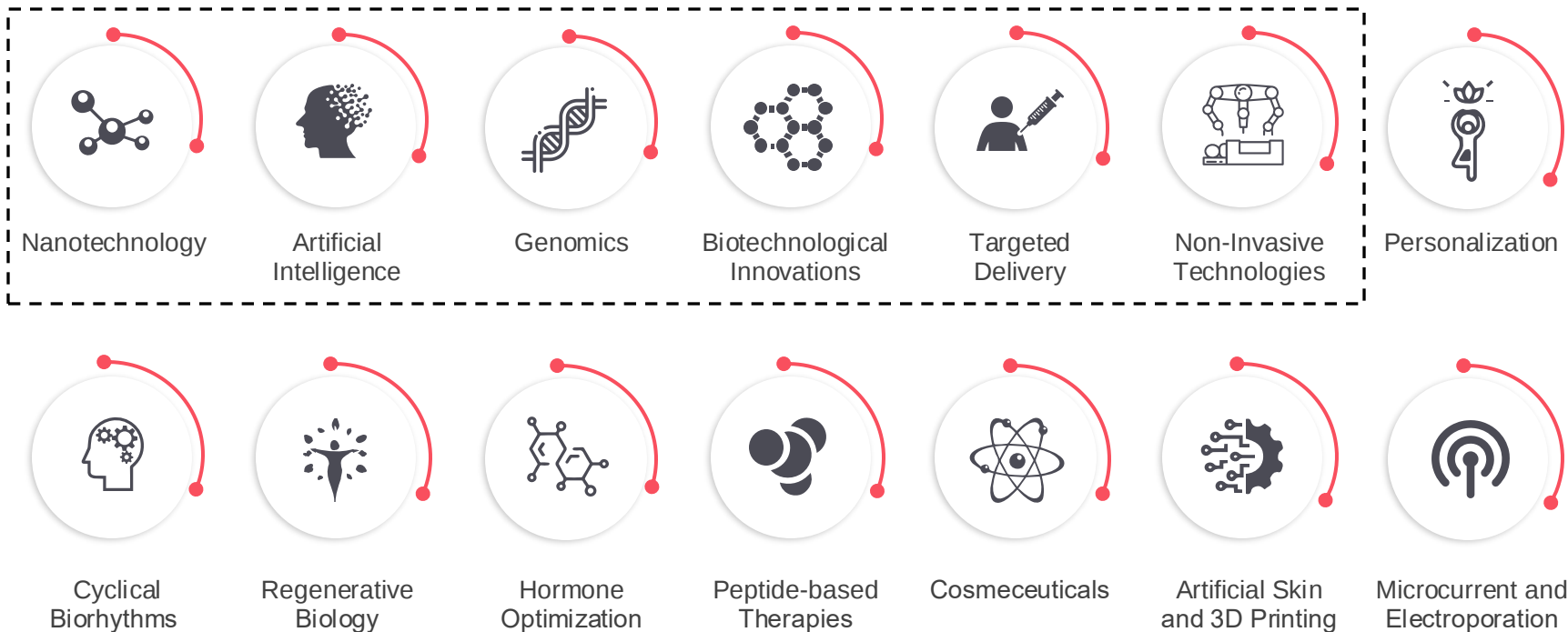
"Consumer Awareness"

03

Spotlight On Cutting-Edge Technologies

Innovation Ecosystem: Technologies Revolutionizing The Industry

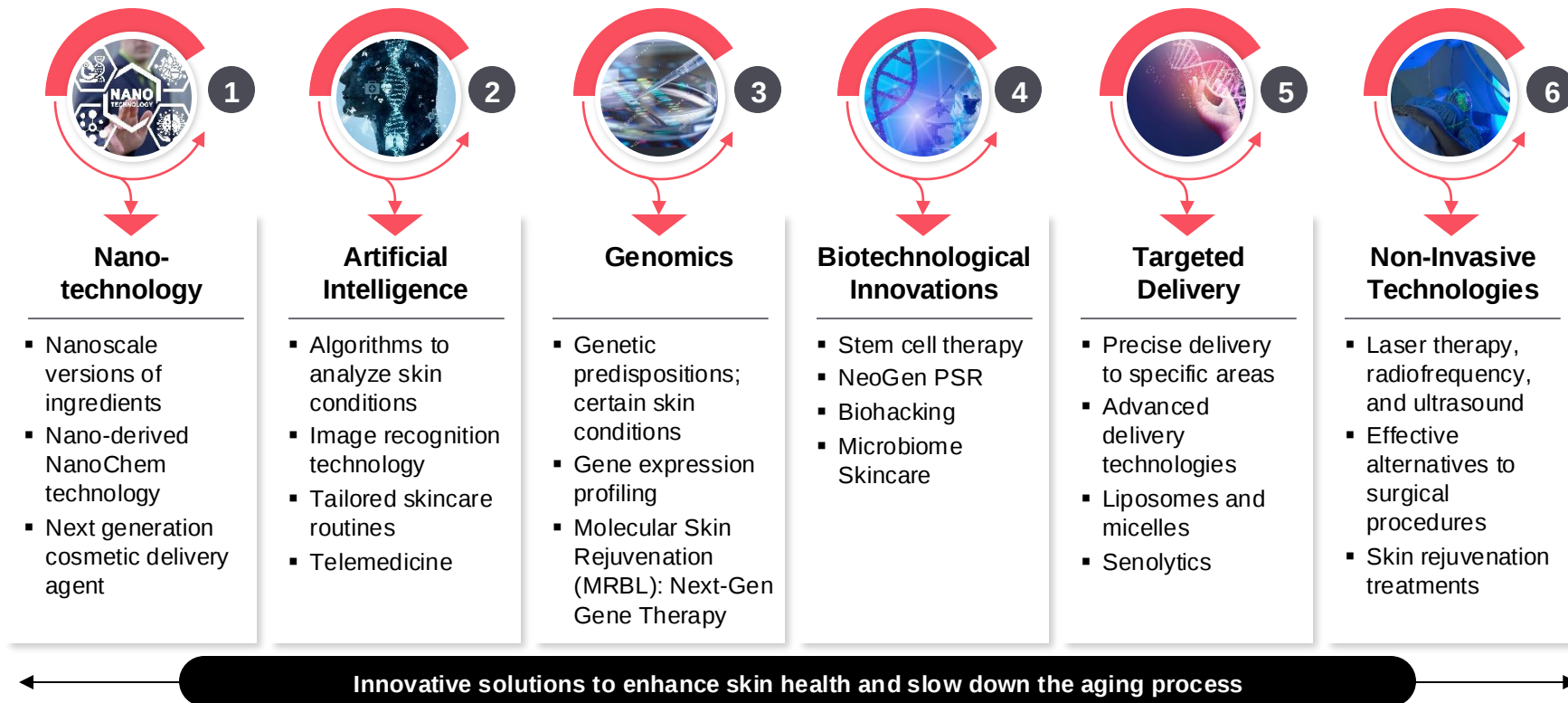
Technologies focus to improve overall skin health, not just skin ageing – a shifting paradigm towards skin longevity



*Top technologies identified basis number of technological innovations and companies involved

Spotlight On Cutting-Edge Technologies Revolutionizing The Industry

More effective and personalized solutions for achieving and maintaining youthful, healthy skin



Spotlight On Cutting-Edge Technologies Revolutionizing The Industry

Health & Beauty businesses are witnessing remarkable growth in skin longevity with clinically tested and scientific research backed innovations in play

Cosmetic & Personal Care Brands

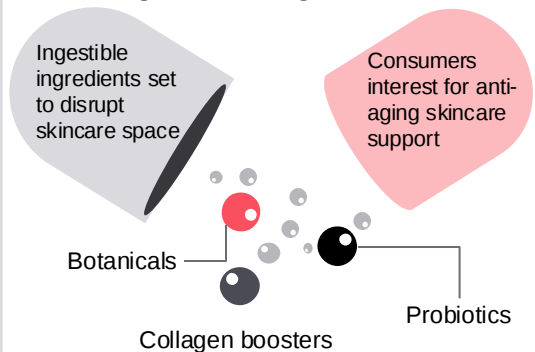
Innovations



Early-Stage Innovation in Skin Longevity

Patent filing and literature analysis emphasis on microbiome and ingestible ingredients

Ingestible Ingredients



Refine Holdings Co.

- Vitamin B5
 - To promote collagen production and skin fibroblast reduction

Jiangsu Hengshun Vinegar Industry Co.

- *Aspergillus oryzae* (Koji mould) fermented filtrate
 - To promote both type I and type III collagen production

Patent Pending - (Topical | Beauty Foods)

Skin & Gut Microbiome

UC San Diego



L'ORÉAL

New research analysis reveals how **skin microbiome** could be associated with **wrinkles** and **skin health**



**Image Source: Dermalma Company Website*

Dermalma, a consumer dermatology company developing **personalized, microbiome-based solutions** for a variety of skin conditions, announced the issuance of an **anti-aging patent**

Protein Biomarkers



**Image Source: L'oreal Company Website*

The **patented skin diagnosis system** created to identify 'skin trends' associated with skin **biomarkers**, enabling personalized formulations

Certain biomarkers linked to '**clinical signs of aging**'

*Protein biomarkers such as **YKL40**, **TG3**, **LCN1**, **IDE**, and **FLG2** have been correlated with clinical signs of aging*

Science-Driven Skincare: Clinically Tested and Scientifically Backed Skincare Innovations

Shifts in standards of product development to create products focused around longevity



YINA Beauty

Product: Hydracloud cream
USP: Traditional Chinese Medicine Inspired Skincare (Ginseng and Centella)

88% of subjects with improved complexion uniformity

97% of subjects with reduction of texture



Lancôme

Product: Rénergie H.C.F. Triple Serum
USP: H.C.F. (Hyaluronic Acid, Vitamin C+ Niacinamide, and Ferulic Acid)



Clinical results at 8 weeks on skin tone even, radiance and dark spots



bareMinerals

Product: Skinlongevity® Long Life Herb Serum
USP: Powered by mineral rich Long-Life Herb

45% Improvement in strengthening skin barrier

28% Improved reduction in fine lines



OLAY

Product: Vitamin C + Peptide 24 Collection
USP: Olay's Vitamin C + Peptides



Glowing skin with 1 week of use and 2X brighter skin in 28 days compare to a basic moisturizer



Eighth Day

Product: Regenerative Serum
USP: Peptide-rich Plasma® with potent bio-identical actives



Based on a 4-week clinical study of 41 patients – Improvement in wrinkles, enlarged pores, firmness and volume



Augustinus Bader

Product: Serum
USP: Patented TFC8® technology combined with hyper-hydrators and complexion correctors

85% Reduced appearance of wrinkles

80% Reduced appearance of hyperpigmentation

Science-Driven Skincare: Clinically Tested and Scientifically Backed Skincare Innovations

Shifts in standards of product development to create products focused around longevity



Developed in a clinical setting by Dr. Antony Nakhla — a leading reconstructive skin cancer surgeon, wound healing expert and clinical researcher

Eighth Day

Product: Regenerative Serum

USP: Peptide-rich Plasma® with potent bio-identical actives

*harnesses the power of **modern skin technology** and **bioidentical ingredients** to mimic skin's own ability to **renew, restore and regenerate***

Patented skincare technology composed of **24 bioidentical synthetic peptides, growth factors and amino acids**

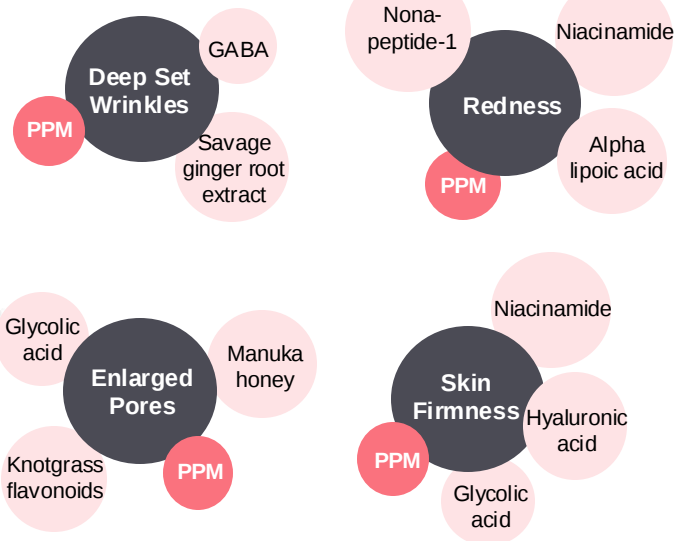
Patented Protein Matrix (PPM)

The synthesized protein matrix comprises epidermal growth factor; insulin-like growth factor-1; acidic fibroblast growth factor; basic fibroblast growth factor; vascular endothelial growth factor; vitamin B9; acetyl glutamine and other actives



Serum Ecosystem

Clinically Proven Benefits



Protein matrix mimics the regenerative effects of human placental proteins - help stressed or damaged cells grow more robust and healthier, resulting in healthier and younger looking skin

Successful Longevity-Driven Product Launches

Estée Lauder



Key Takeaways

- **Skin Longevity** platform: **15-years** of expertise
- First-ever **Longevity Collective**
- Recently collaborated with the **Stanford Center** on Longevity
- Exclusive and **Patented SIRTIVITY-LP™** Technology
- Studying the role of **sirtuins** in skin; commonly known as '**longevity proteins**'
- New Re-Nutriv Ultimate Diamond Transformative Brilliance Soft Crème: visible **age reversal** starting in just **14 days**

ESTÉE LAUDER

OneSkin Technologies



Key Takeaways

- **5 years, 900+** new peptides; Preventing the accumulation of **senescent cells**
- **OS-01 peptide**: Reverse skin's biological age at the **molecular level**
- Boosts **DNA damage** repair, preventing secretion of pro-aging factors
- Clinical studies and/or lab studies: human **skin** samples, **3D** skin models, skin cells in the OneSkin lab
- **1.7x collagen, +28% epidermal thickness, - 2.5% biological years**



Timeline Skin Health



Key Takeaways

- **Mitopure®**, First postbiotic nutrient, re-energize cells; bioactive properties of the **pomegranate**, proprietary highly pure **Urolithin A**
- Targeting age-related cellular decline **Mitophagy process**
- Clinical studies: enhanced **mitochondrial function**, improving skin cellular energy, youthfulness, resilience, improved muscle strength and endurance
- Reduce inflammation with aging, also known as **inflamm-aging**

time—line

04

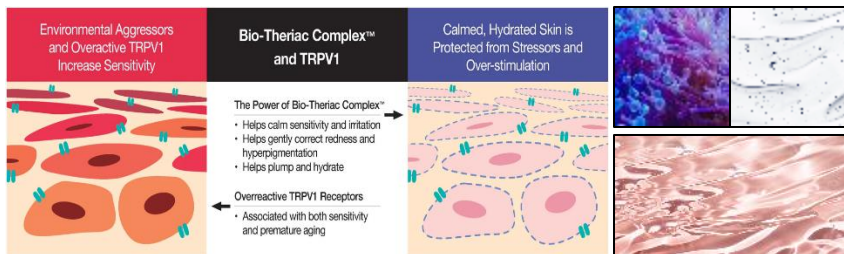
Ingredients Spotlight, Sustainability, and Regulatory Perspectives

Innovative Skincare Solutions for Lasting Youthfulness

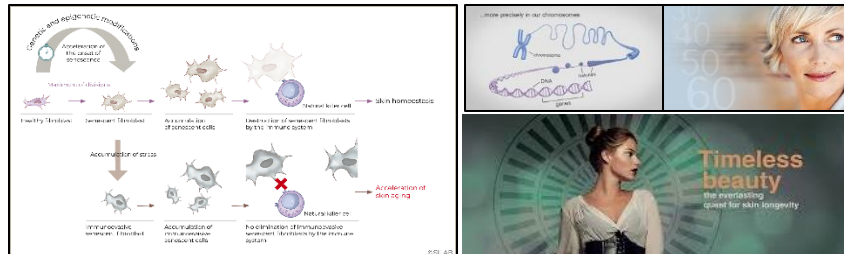
Advanced skincare solutions featuring potent ingredients for rejuvenated and protected skin

Innovative Ingredients

DR.ROSSI DERM MD
CLEAN, CLINICAL SCIENCE™



Silab



Key Takeaways

- Revolutionary **Bio-Theriac® complex blending**
- **TRPV1**: Proteins responsible for regulating **body temperature**, leading to sensitivity
- **Biomimetic Sea Anemone Venome Peptide**: calm hyper-reactivity and irritation, venom of *Heteractis crispa* sea anemones, vegan, lab-synthesized, encased in shea butter
- **Niacinamide**: Strong **antioxidant** capabilities, improves fine lines and wrinkles, hyperpigmentation, elasticity, skin's barrier function
- **Hyaluronic Acid**: Effectively improve hydration, elasticity, and firmness

Key Takeaways

- Powerful anti-aging concentrate that targets **immuno-evasive senescent cells**
- **SENEVISIUM®**: Inspired by *Ginkgo biloba*, anti-senescence, rich in cyclitols, immuno-evasion strategies, reactivates epidermal renewal, anti-wrinkle
- **EPIGENOMYL®**: Inspired by *Marigold*, revitalizes the epigenome, prevents the modifications of histones and regulates the **miRNA** production
- **LONGEVICELL®**: Inspired by *Myrtle*, oligosaccharide purified fraction, expression of markers, **cellular longevity**, regulates signaling pathways/glycation

Top Ingredients/Technologies Focusing On Skin Longevity

Some of the leading ingredients on the market that are formulated to promote long-term skin health

RENEWAL MECHANISM



AC ExoTone

Even Skin Tone, Cellular Renewal
BioAuthentic Exosome, Upcycled Apples



Regetaste

Reverses epidermal senescence
Activates cell regeneration



SYN-UP®

Inhibiting Plasmin activities
Patented synthetic dipeptide

CIRCADIAN RHYTHM



Circanblue™

Vegan postbiotic active, plant-based fermentation
Re-synchronizes the skin's natural circadian cycle

EXCLUSIVELY LONGEVITY BASED



RejuveNAD™

Boost NAD+ levels for skin longevity
8 years younger skin in just 42 days



SIRTIVITY-LP™

Cutting-edge age reversal technology
Promising effective age reversal by 14 days



ETERWELL™

Eliminate the dermo-destructive SC
Powered by senolytic science



PHYTOBIOACTIVE TIMELYS®

Targets the skin longevity mechanisms
Concentrated Schisandrin superberry

AGE REDUCTION CLAIMS



Uplevity e-Lift Peptide

Sustainable tetrapeptide
Collagen production, Mitochondria



Q10

Protects from "sugar damage"
10 years of research



Skin Memory Serum™

Mitochondrial Metabolism
Brain-aging research



Revinage®

Plant-based retinoids
Visibly reduces wrinkles

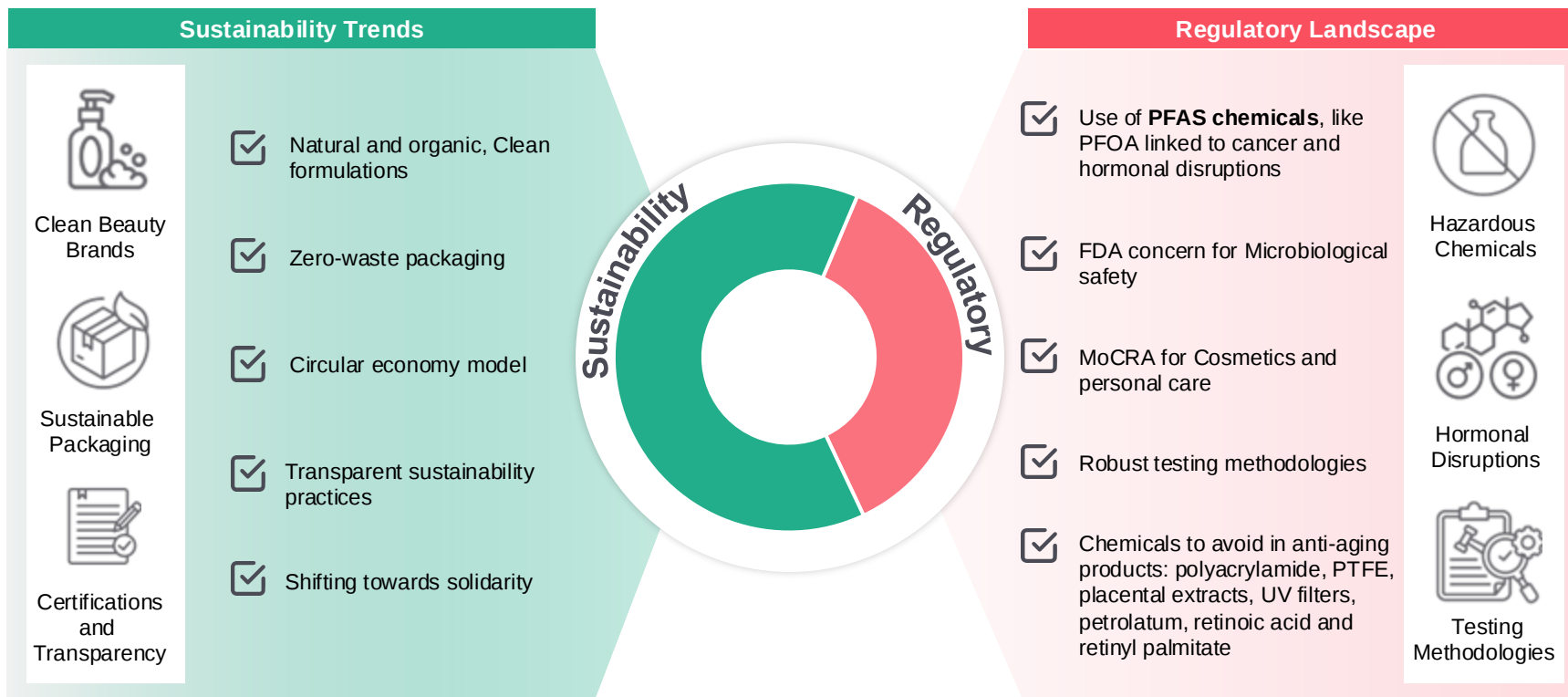


FEMINAGE™

Elasticity and tightening
Glycation, oxidation, oestrogenic decline

Sustainability Trends and Regulatory Landscape

Contributions to a more sustainable and ethical approach to self-care



Personal Care Intelligence Platform

Purpose-built to drive the future of your business in the personal care industry



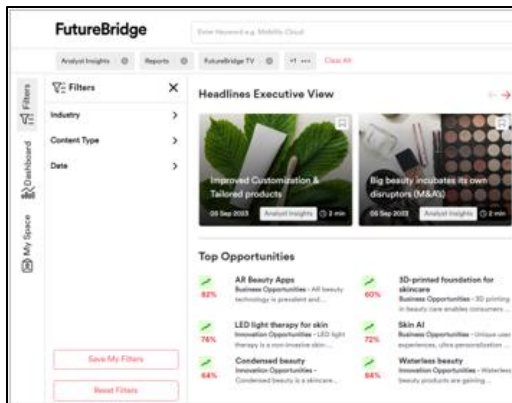
PERSONAL CARE INTELLIGENCE PLATFORM

Transform your Business. Build the Future.

“Chemicals to avoid in anti-aging products: UV filters” – Potential replacement: **Adhesives – Lignin & Derivatives**; Lignin has high research activity as a promising ingredient having excellent UV rays' absorption and distinctive antioxidant activity

Application: Sunscreen, **Category:** Baby Care – Skin and Hair Care

"A Powerful Tool Driven by Sustainable Solutions - Key to Your Success"



05

Outlook: Impact of Skin Longevity on Shifting Paradigm of Ageless Beauty

Impact of Skin Longevity on Shifting Paradigm of Eternal Youth

The search for longevity will continue driving innovation and shaping the future of industry for years to come

1

Smart Wearables: New focus in health-span beauty, to enhance sleep function and support mental health. Expect the rise of brain-sleep tracking devices and wearables



Research on brain-sleep tracker linking to skin longevity

Loreal already tracking UV exposure, pH and pollution



2

Blue Zone Ingredients: Strategic opportunity by integration of Blue Zone habits and elements, leveraging the healing power of ingredients like plants and superfoods to promote youthfulness and longevity



- Collagen Boosters - Vitamin B5, Koji Mould
- Probiotics
- Botanicals

3

Technology Diversification: Growing trend for advanced technologies, emphasizing personalized product recommendations, inclusive makeup regimens for menopausal women



mesoestetic



4

Tailored Offerings: Begins as early as pre-teen years. There is a genuine whitespace opportunity for brands targeting teens



Skin-care labels on the idea that teen skin is not adult skin with no-harsh ingredients

5

Super-Active Ingredients: Ingredients such as NAD+, sirtuin proteins, and AMPK are advancing to enhance the skin's regenerative capabilities



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DR.ROSSI DERM MD
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Question and Answers



Drop your questions in the chat

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Thank you

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