



REFORCYL®

7 Steps to Restore Mature Skin

SWISS EXPERTISE 

RAHN
Your partner for excellence



Cosmetic concepts for mature skin

– Beauty talks with two consumers

Mary and Jane, two sisters who are passionate about their cosmetics, talk about their market, their skin needs and their favourite products.



Did you know that



Our generation belongs to a very interesting target group

- Population growth

Due to higher life expectancy and lower birth rates the percentage of 55+ people is still growing. In 2050, two of every 3 people in developed societies will be aged 55+.

- Consumption power

The 55+ generation saved, earned and inherited. In Germany for example, according to their net total assets, the 55+ are better off than the younger ones. And they spend their money, too.

- Social changes

The generation 55+ feels 10 – 15 years younger than their real age and has developed a new attitude: from the withdrawal into retirement and “invisibility” of former generations towards an active life full of possibilities.

We are demanding consumers

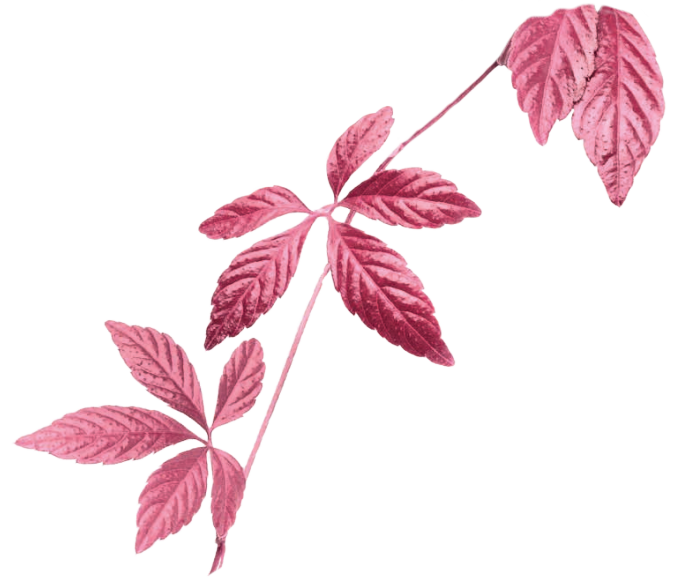
- We are self-confident and have long experience with beauty products. We want products that respect our lifestage and lifestyle, but we do not want to be targeted as old.
- We don't believe every cosmetic fairy tale. We know about our wrinkles and we are aware that beauty products don't promise eternal youth. But we want to look good for our age.
- We detect more and more physical skin changes and want to have specific solutions targeting our ageing skin.

Our skin barrier

- Is an important interface between skin and environment.
It is exposed to intrinsic and extrinsic aging with effects on barrier functionality. Ultimately, this may lead to barrier disturbance and to skin disorders.
- Has a decelerated lipid secretion which is the cause for less barrier lipids.
This results in reduced cohesiveness, dryness and reduced regeneration.
- Has a reduced anti-oxidant defence system.
ROS can be formed easily.

REFORCYL® is the perfect active principle for our skin

- The plant of immortality, *Gynostemma pentaphyllum*, with its gynosaponins increases skin barrier activity through lipid synthesis.
- The rock rose, *Cistus incanus*, with its polyphenols enhances the skin's antioxidant defence system.
- Sevenfold efficacy against the appearance of mature skin: improves hydration, firmness, wrinkle depth, elasticity, smoothness, barrier strength and regeneration.



RDE (Rule development experimentation)

- Is a market research tool to systematically determine factors which provoke a potential buying interest from a consumer target group (e.g., conceptual statements).
- Was used by RAHN to test attitudes towards anti-ageing statements in a group of 227 volunteers. With the help of regression analysis, 3 distinct subgroups could be identified as well as the likes and dislikes of the statements per subgroup.
- Served to transfer the preferred conceptual claims for the two biggest subgroups into two beauty concepts.



SUBGROUP 1

Mary – 2-way protection with clear effect

I stand with both feet on the ground. I care for myself and I take care for my skin. I have always been paying attention to an effective protection to preserve its youthfulness. **Therefore I am looking for products offering scientifically proven performance.**

REFORCYL® has the first **2-way-protection system** for superior anti-aging results. Natural skin barrier functions are reactivated: **moisture is locked in and environmental stress is locked out.**

The result is **visibly dewy, supple and smooth** skin. That it is how to best protect the skin for a youthful look and a radiant appearance.

A unique plant combination delivers a **scientifically tested improvement of mature skin through in- and outside protection:**

- It is responsible for a significantly higher level of moisture within mature skin. It restores the integrity of the skin barrier by maintaining the level of the epidermal lipids.
- The plant combination also protects against outside stress. It prevents oxidative damage and delays the ageing process of the skin.

Mary's favourite

Night Cream





SUBGROUP 2

Jane – 2-way activation with positive benefit descriptions

I am not 20 anymore but I feel fresh and lively. I am looking forward to the future and **I am in a get-up-and-go mood.** I do want my skin to reflect this positive attitude.

REFORCYL® is the perfect supporter for a youthful, supple skin. It is an activating cosmetic ingredient pushing skin's lipid synthesis for an effective moisture balance. Thus, biological youth-processes within skin are repowered. **Your skin will prove this: it is elastic, radiant, and even.**

REFORCYL® offers a 2-Way Activation based on plants:

- Within the epidermal layer Gynostemma (immortality herb) is responsible for a significantly higher level of moisture in mature skin. It reactivates the lipid production **for a densified skin barrier.**
- With its superior polyphenol content Cistus (plant of beauty) addresses outside stress. It aims at a reversal of cell damage by **strengthening the anti-oxidative defense system.**

Jane's favourite

Night Cream

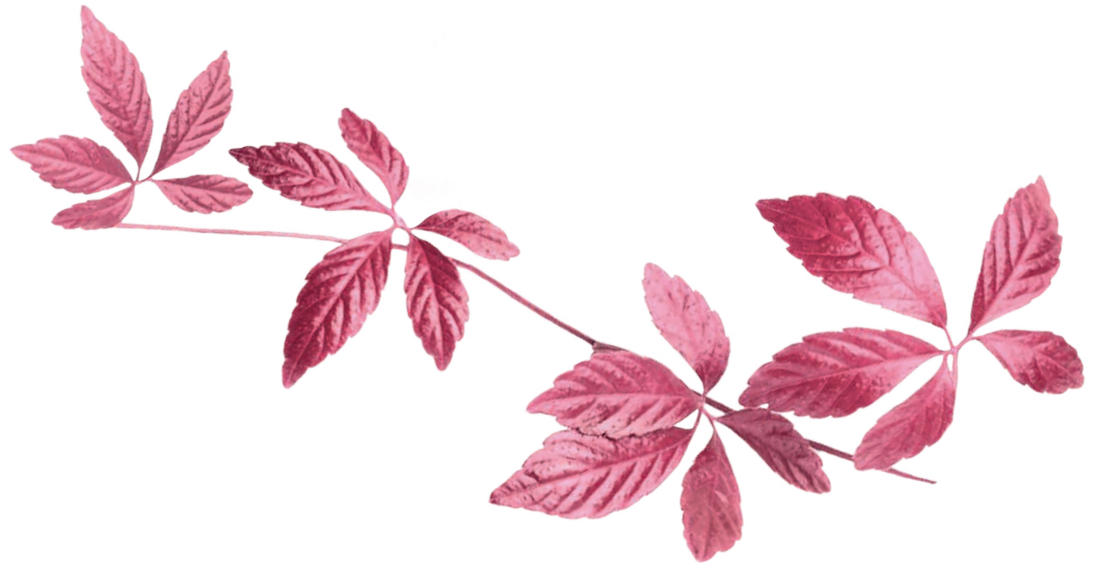


For both concepts the same formulation can be used

Epidermal Balance / Skin Energy Cream with REFORCYL®

ID 700260.0001

How to use: Gently apply to your face every evening and your skin will regenerate over night.



St	Substance	INCI Name USA	% [w/w]	Manufacturer
1	Dermofeel MT 70 non-GMO	Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	0.25	Dr. Straetmans, DE
	Verstatil PC	Phenoxyethanol, Caprylyl Glycol	1.00	Dr. Straetmans, DE
	Dermofeel PGPR	Polyglyceryl-3 Polyricinoleate	2.50	Dr. Straetmans, DE
	Tego SMO V	Sorbitan Oleate	2.50	Evonik Industries AG, DE
	Magnesium Stearate	Magnesium Stearate	1.00	several
	Cutina HR	Hydrogenated Castor Oil	2.00	BASF, DE
	Tegosoft DEC	Diethylhexyl Carbonate	4.00	Evonik Industries AG, DE
	Tegosoft OS	Ethylhexyl Stearate	18.00	Evonik Industries AG, DE
	Keltrol CG-SFT	Xanthan Gum	0.20	CP Kelco, US
2	Water demin.	Water	60.15	several
	Glycerin 85%	Glycerin, Water	4.00	several
	Ajidew ZN-100	Zinc PCA	1.00	Ajinomoto, JP
3	REFORCYL®	Glycerin, Water, Glutamine, Decyl Glucoside, Phenethyl Alcohol, Citric Acid, Cistus Incanus Flower/Leaf/Stem Extract, Gynostemma Pentaphyllum Leaf/Stem Extract	3.00	RAHN AG, CH
4	White Poetry	Fragrance	0.40	Aromatic Flavours & Fragrances Europe Ltd., GB

Production: Heat 1 to 80°C while stirring / Heat 2 to 80°C while stirring / Add 2 very slowly to 1 while stirring, homogenise strongly / Cool to 40°C while stirring / Add 3 and 4 separately and cool to 20°C while stirring / Homogenise strongly

RAHN AG
Dörflistrasse 120
CH-8050 Zürich

Tel. +41 44 315 42 00

Fax +41 44 315 42 45

cosmetics@rahn-group.com

www.rahn-group.com

DISCLAIMER

Utilisation of this document or parts thereof as well as product names for commercial or industrial applications is subject to explicit written approval by RAHN AG. This information is based on our own experience to date and we believe it to be reliable. It is intended only as a guide to use at your discretion and risk. We cannot guarantee favourable results and we assume no liability in connection with its use, or the use of the methods or products described. None of this information is to be taken as a license to operate under, or a recommendation to infringe, patents.

RAHN
Your partner for excellence