

MANJAR

THE BIOLOGICAL ARCHITECT FOR RESILIENT SKIN

ASSESSA
THE FUTURE IN OUR NATURE



**ADAPTIVE
PROTECTION
AGAINST
THERMAL
STRESS**

NATURAL
ORIGIN
99.55%

A CLIMATE RESPONSIVE ACTIVE

The market is saturated with moisturizers that stop working at the first sign of intense heat or cold. MANJAR is the evolution: a Climate-Response Active that trains your skin to thrive. By shifting from passive surface hydration to permanent biological resilience, it ensures your skin remains constant in an inconstant world.

THE PROBLEM

THE “THERMAL SHOCK” ERA

The world is witnessing record-breaking temperatures and drastic shifts in humidity. The UN describes this era as “Climate Collapse,” in which the skin is no longer just “dry” but is constantly subjected to environmental fatigue. This stress creates a “Thermal Shock” that destabilizes the skin through three primary failures: Environmental Fatigue, Barrier Vulnerability and Structural Collapse.

Thermal shock on skin

ENVIRONMENTAL FATIGUE

Constant climate fluctuations exhaust the skin's biochemical defense resources.

BARRIER VULNERABILITY

Extreme humidity changes spike water loss, leading to microcracks and sensitivity.

STRUCTURAL COLLAPSE

The skin's natural moisturizing cycle fall to keep up with rapid environmental shifts.



THE SOLUTION

MANJAR

MANJAR is a bio-adaptive active ingredient designed to rebuild the skin's structural architecture.

It is a fusion of **Green Coconut Jelly (Endocarp)**, rich in polysaccharides and essential amino acids, and **Hydrolyzed Plum Pulp**, densely packed with uronic acids, polyphenols, and fruit acids.



MECHANISM OF ACTION

Biological Architecture

The performance of MANJAR is powered by a biotechnological synergy between the nutrient-rich phyto-complexes of coconut jelly and plum.

MANJAR acts as a Biological Architect, targeting the two essential pillars of the skin barrier:

Endogenous Rehydration (Filaggrin/NMF)

It "recharges" the skin's internal water reservoirs by boosting the precursor of Natural Moisturizing Factors.

Dynamic Irrigation (Aquaporin-3)

It optimizes water transport channels, ensuring a steady flow of hydration even during heat peaks.

While traditional sugar-based humectants serve only as maintenance moisturizers under normal conditions, Manjar is engineered for extreme environments, acting as an "Active Shield" with the intelligent capacity to trigger hydration precisely when environmental stress attempts to deplete it.

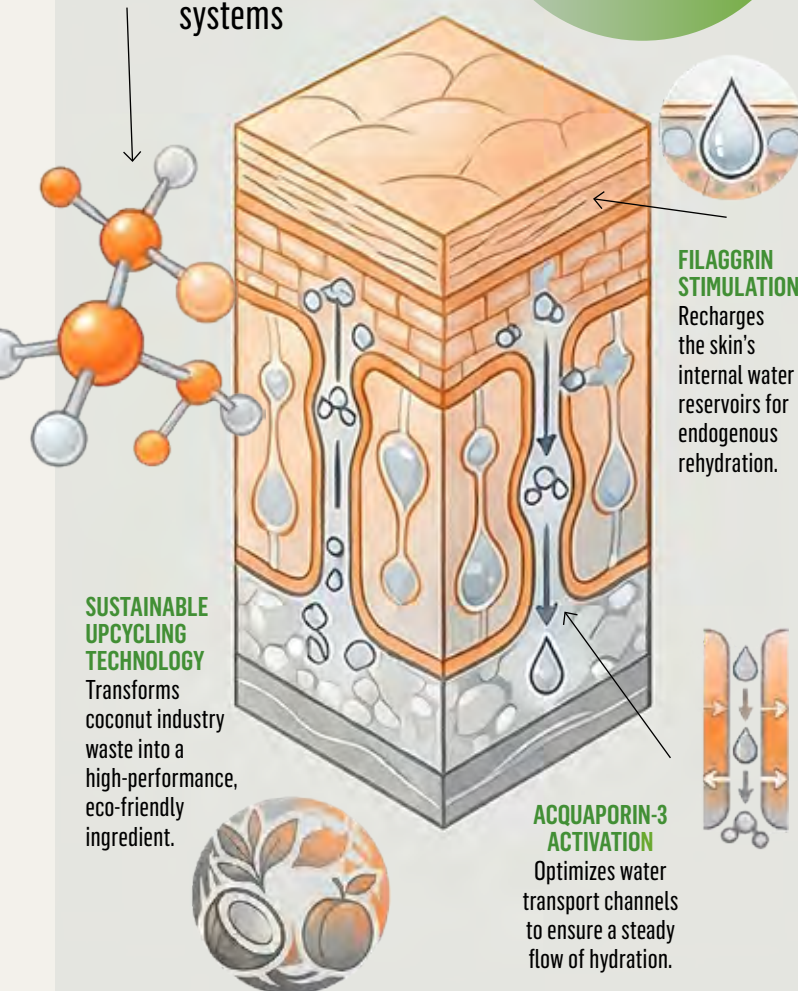
MANJAR

The biological architect of climate-resilient skin

**+144.8%
FILAGGRIN**

MANJAR

Rebuilds skin's internal hydration systems

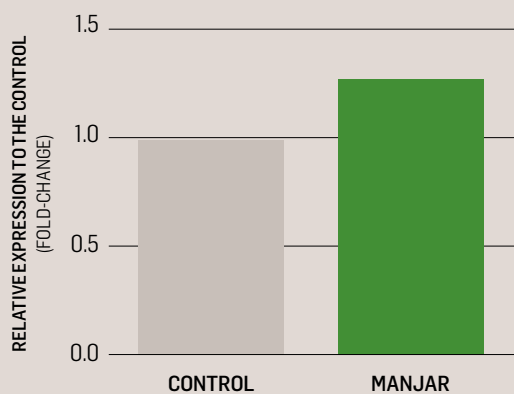


PROVEN PERFORMANCE IN VITRO TESTS

Hydration and skin barrier markers in Human Epidermal Keratinocytes Molecular Gene Expression (RT-qPCR)

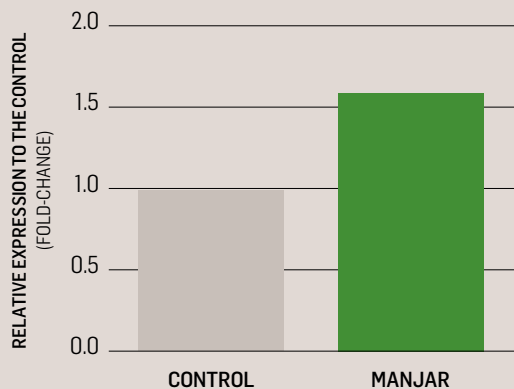
MANJAR was tested in human keratinocytes over 48 hours, confirming a significant increase in the expression of Aquaporin-3 and Filaggrin.

AQUAPORIN-3 EXPRESSION



MANJAR increases Aquaporin-3 expression by **26.8%**, enhancing the skin's internal water transport system and promoting deep cellular hydration.

FILAGGRIN EXPRESSION



MANJAR increases Filaggrin expression by **52.2%**, which strengthens epidermal cohesion and the production of Natural Moisturizing Factors (NMF).

PRECLINICAL EVALUATION UNDER EXTREME ENVIRONMENTAL STRESS

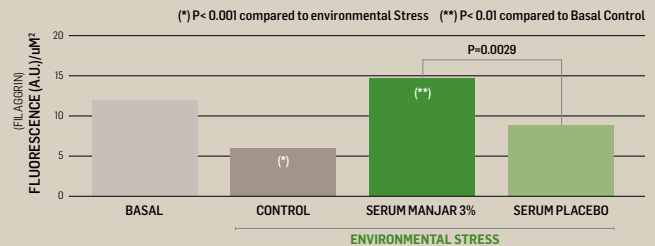
Performance Validated Under Extreme Stress (40°C)

To evaluate the efficacy of SERUM SKIN MANJAR (3%) against environmental fatigue and chronic dehydration, human skin explants were exposed to extreme temperature fluctuations (42 °C to 0 °C) at low humidity (30 +/- 5 °C) to simulate extreme stress. The samples were separated into three groups: a control group, a group treated with a serum containing 3% MANJAR, and a group treated with a serum without active ingredient (Placebo).

QUANTIFICATION

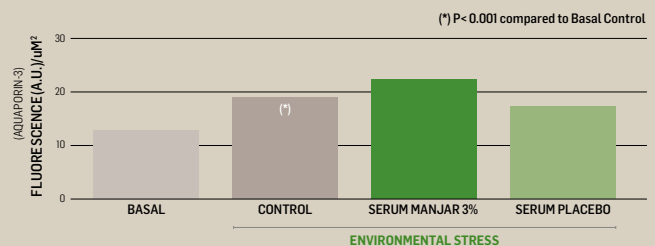
Post-stress analysis utilized immunofluorescence labeling to quantify the expression of Filaggrin and Aquaporin-3.

FILAGGRIN QUANTIFICATION



Treatment with Serum MANJAR 3% resulted in a **144.8%** increase in **Filaggrin** compared with the Control group exposed to the environmental stress, and a **61.3 %** increase compared to the Placebo.

AQUAPORIN-3 QUANTIFICATION



The environmental stress triggered a significant **65.8%** increase in **Aquaporin-3** expression, identifying a natural adaptive response. Treatment with Serum MANJAR 3% maintained these elevated levels, supporting the skin's mechanism to optimize water transport under stress.

MANJAR

THE BIOLOGICAL ARCHITECT FOR RESILIENT SKIN

TECHNOLOGY & CIRCULARITY

MANJAR transforms green coconut jelly — a by-product of the coconut water industry — into a high-performance bioactive ingredient through an advanced upcycling process, reducing waste while creating sustainable value. Using ASSESSA's exclusive bio-extraction technology, MANJAR preserves the integrity of natural phytonutrients, delivering a 99.55% natural origin active that combines scientific performance with Clean Beauty principles.

INCI NAME

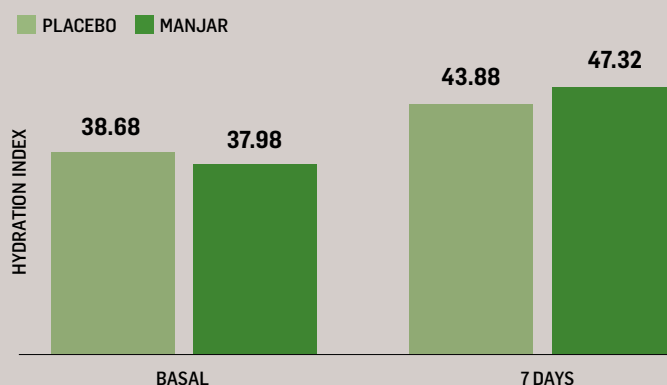
Aqua/Water, Prunus domestica Fruit Extract, Cocos nucifera Fruit Extract, Sodium Benzoate, Potassium Sorbate.

CLINICAL TESTS

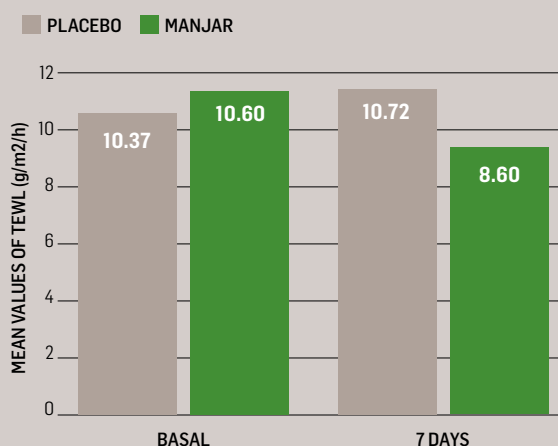
HYDRATION

The SERUM SKIN MANJAR 3% formulation significantly increased skin hydration compared to the placebo, achieving an **additional 11% improvement** after seven days.

SKIN HYDRATION (CORNEOMETER)



BARRIER INTEGRITY (TEWL)



TEWL

The MANJAR formulation significantly improved skin barrier function versus placebo. After 7 days, TEWL (Transepidermal water loss) increased by 3.4% in the placebo group but decreased by 18.8% with MANJAR—an **additional 22% reduction compared to placebo**.

MANJAR CLAIMS

1 CLIMATE-ADAPTIVE SHIELD
High-performance defense that evolves with your environment.

2 THERMAL SHOCK DEFENSE
Helps skin adaptation to extreme temperature and humidity changes.

3 144% NMF POWER BOOST
Proven to nearly triple the skin's natural hydration capacity.

4 ENVIRONMENTAL RESILIENCE
Boosts skin resilience against environmental stress.

5 STRENGTHENS SKIN INTEGRITY
Improves hydration, even under environmental stress.

6 ENDOGENOUS WATER RETENTION
Increases skin's internal water retention and cellular hydration.



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INNOVATION FOR A GREENER WORLD