

# 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

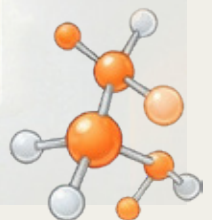
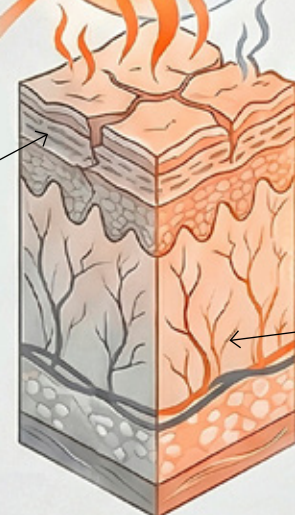
Constant climate fluctuations exhaust the skin's biochemical defense resources.

### 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.

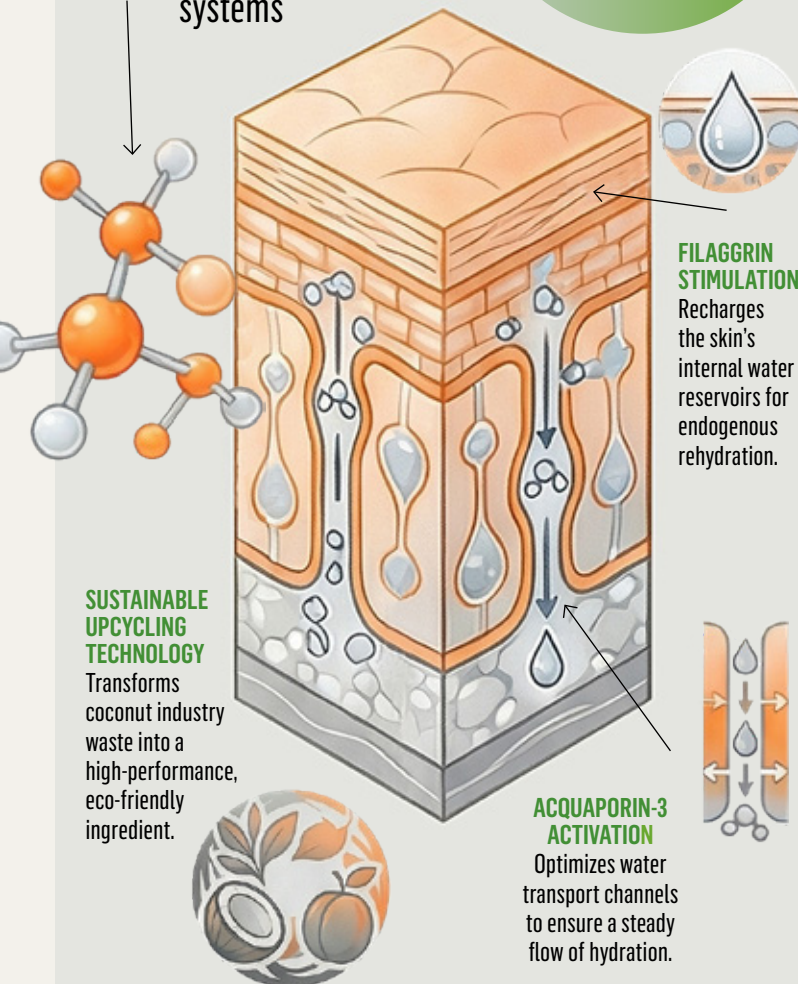
While traditional sugar-based humectants serve only as maintenance moisturizers under normal conditions, Manjar is engineered for extreme environments, acting as an "Active Shield" with the intelligent capacity to trigger hydration precisely when environmental stress attempts to deplete it.

## MANJAR

The biological architect of climate-resilient skin

+144.8%  
FILAGGRIN

**MANJAR**  
Rebuilds skin's internal hydration systems



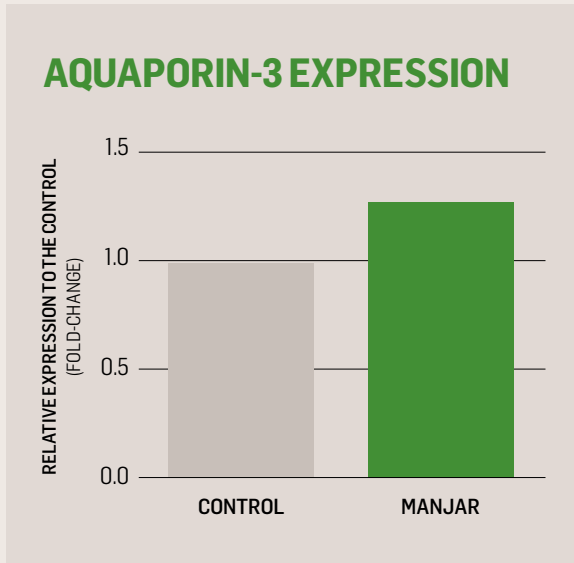
**SUSTAINABLE UPCYCLING TECHNOLOGY**  
Transforms coconut industry waste into a high-performance, eco-friendly ingredient.



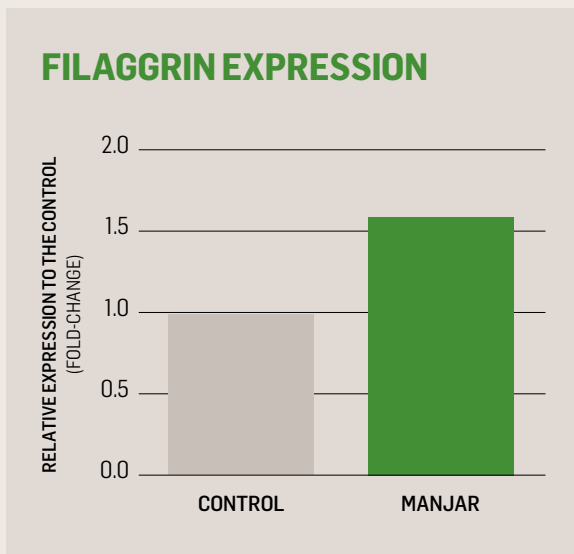
## PROVEN PERFORMANCE IN VITRO TESTS

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.



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



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

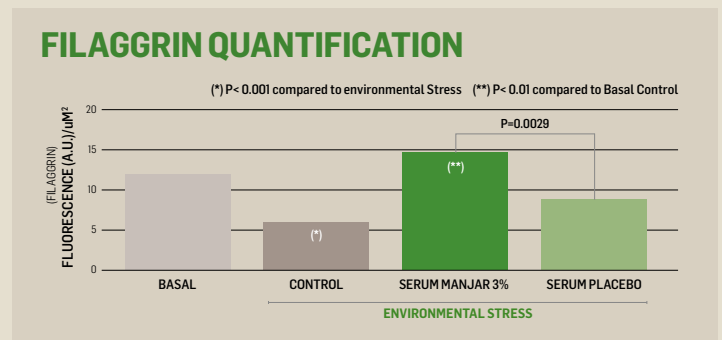
## PRECLINICAL EVALUATION UNDER EXTREME ENVIRONMENTAL STRESS

Performance Validated Under Extreme Stress (40°C)

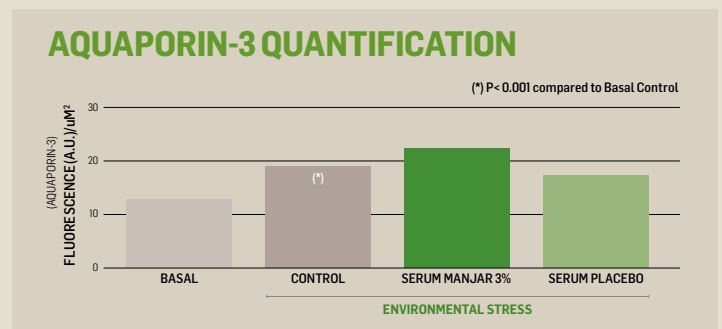
To evaluate the efficacy of SERUM SKIN MANJAR (3%) against environmental fatigue and chronic dehydration, human skin explants were exposed to extreme temperature fluctuations (42 °C to 0 °C) at low humidity (30 +/- 5 °C) to simulate extreme stress. The samples were separated into three groups: a control 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.



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.



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

## FILAGGRIN STIMULATION (+144.8%)

MANJAR nearly triples the skin's innate ability to produce NMF, delivering a level of endogenous hydration that far exceeds static sugar-based humectants.

## AQUAPORIN-3 ACTIVATION

Working in synergy with the skin's natural response, it ensures that water transport channels remain active, optimizing resource management under severe stress.

## INCI NAME

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

## TECHNOLOGY & CIRCULARITY

# THE UPCYCLING REVOLUTION

MANJAR primary raw material — the nutrient-dense green coconut gelatinous pulp — is recovered through an advanced upcycling process from the coconut water industry. What was once discarded as industrial waste is transformed into a high-performance, bioactive material, significantly reducing environmental impact.

**MANJAR** is a sustainable active that aligns with **CLEAN BEAUTY** and **ESG** global standards.

We transform potential waste into an intelligent, sustainable, scientifically advanced bio-adaptive shield for the skin exposome.

Unlike many industry-standard humectants obtained through a chemical processing and synthetic solvents, MANJAR is produced using ASSESSA's exclusive bio-extraction process, which ensures optimal extraction conditions that preserve the full integrity of phytonutrients as found in nature and guarantees a 99,55% Natural Origin Index.



## 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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