

# HYP SKIN

SKIN REGENERATING CLINICALLY PROVEN BIOACTIVE

# ASSESSA

INNOVATION FOR A GREENER WORLD



## THE ULTIMATE RETINOL-LIKE BOTANICAL ACTIVE

- **REDUCES** SIZE, DEPTH AND NUMBER OF **WRINKLES**
- **REDUCES** SPOTS AND IMPROVES **HOMOGENEITY OF SKIN TONE**
- **STIMULATES** **MICROCIRCULATION** AND ADDS **RADIANCE**
- **SMOOTHES** THE **MICRORELIEF**
- **IMPROVES** STRUCTURE, DENSITY, TEXTURE AND **FIRMNESS**
  - **MATTIFYING** EFFECT
- **IMPROVES** **CELLULAR COHESION**

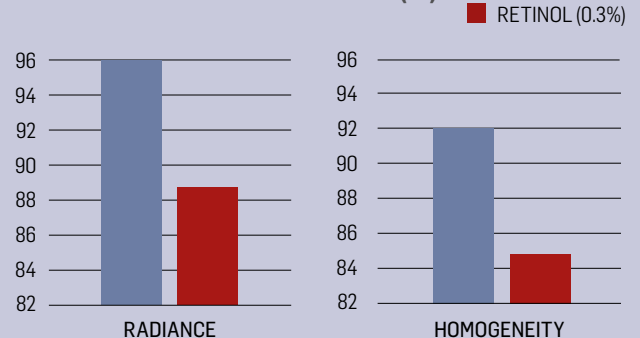


HYP SKIN is a high performance antiaging bioactive based on sulfated polysaccharides from marine algae collected sustainably on the north-eastern coast of Brazil. A clinical study showed that HYP SKIN performs similarly on the skin compared with Retinol. HYP SKIN is easy to formulate and nonirritating on the skin.

## WHERE HYP SKIN BEATS RETINOL

- **Better consumer perception.**
- **Doesn't cause irritation, burning and redness.**
- **Natural from botanical origin.**
- **Does not penetrate the skin.**
- **Sustainable and traceable.**
- **It's stable in the presence of light, heat, and oxygen.**

### RADIANCE & HOMOGENEITY (%)



Volunteers' self-assessment studies showed that treatment with HYP SKIN results in more radiant and homogeneous skin when compared with RETINOL.

# A RETINOL-LIKE ACTIVE INGREDIENT

Clinical tests showed that after 56 days there is **NO STATISTICALLY SIGNIFICANT DIFFERENCE** between a treatment using Hypskin or Retinol.

- **Wrinkles and fine lines**

Similar coefficient of visibility and occupancy rate parameters.

- **Intensity of color and homogeneity of spots**

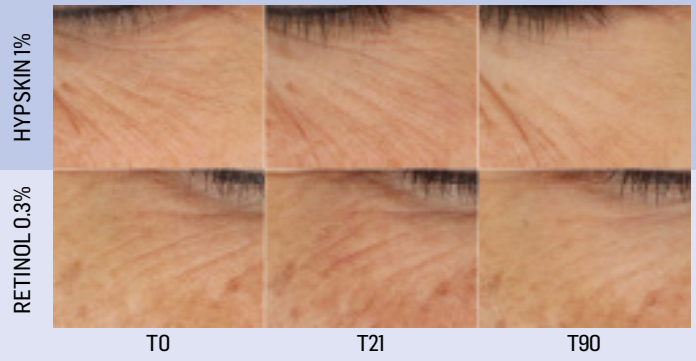
Similar contrast in the spot's adjacent or spot area. Similar brightness (ITA parameter) and similar color (Delta E parameter).

- **Cellular Cohesion**

Similar desquamation index strip 1 and strip 3.

- **Skin Density**

Similar echogenicity intensity and skin thickness



## SKIN THICKNESS



Clinical tests of skin thickness with the Device DermaLab® Ultrasound Module showed that **HYPKIN** and **RETINOL** have similar performance after 56 days of use.

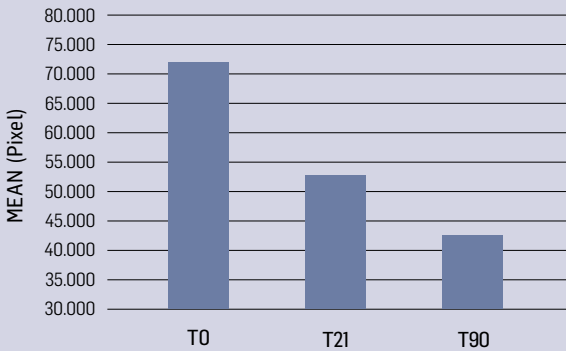
■ HYPKIN (1%)  
■ RETINOL (0,3%)

## CLINICAL TESTS

### SIZE OF SPOTS AND HOMOGENEITY OF SKIN TONE

(Visia CR® Canfield Scientific Cross Polarized Filter)

#### SIZE OF SPOTS (TOTAL SURFACE)



A visible reduction was already noticeable after 21 days. After 90 days the product reduced the total area of spots by 39.8%.

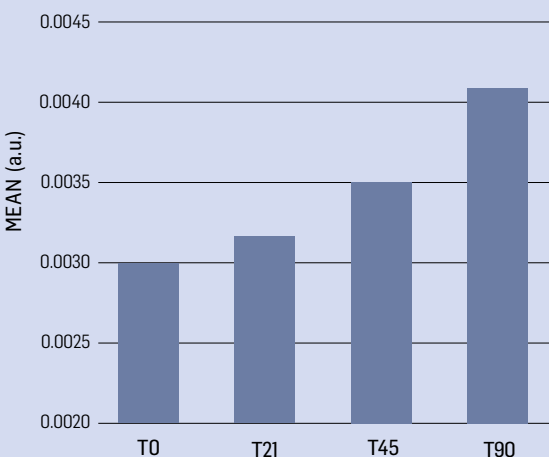
#### BEST CASES

#### COLOR OF SPOTS



After 90 days the product reduced the color of spots by 31.5%

#### HOMOGENEITY OF SKIN TONE



A visible improvement was already noticeable after 21 days. After 90 days, the homogeneity of skin tone was improved by 38.7%.

#### BEST CASES

T0



SUBJECT 022

T90



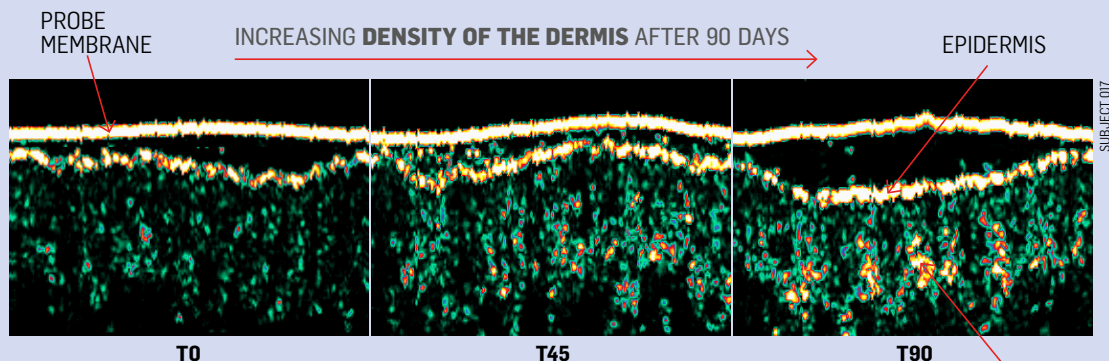


# CLINICAL TESTS

## ULTRASOUND (ECHOGENICITY)

Ultrasound readings of the skin (Dermis)

After 90 days the product increased the density of the skin by 31.4%.  
(Increase in density = increase in firmness)



Dense structures reflect more intensely the sound waves and are represented by white, yellow, orange and red colors. Less dense structures are represented by green and black. (DermaLab® Combo Cortex Technology 20MHz high resolution ultrasound probe)

## SHINE (OILINESS)

T0

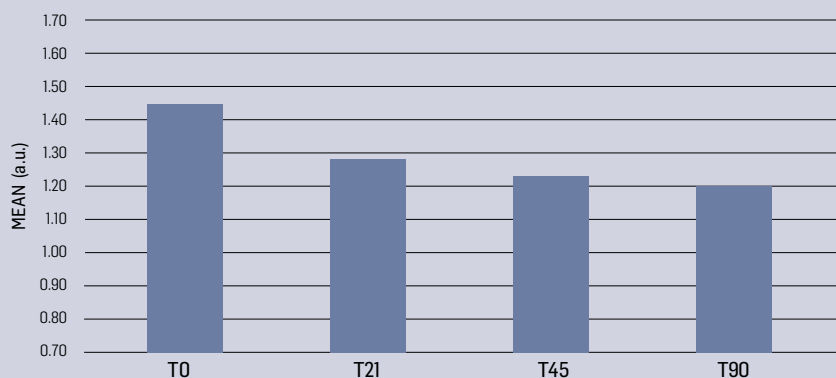


T90



After 90 days the product reduced the oil-related skin gloss by 10.7%.

## WRINKLES (COEFFICIENT OF VISIBILITY)



After 90 days the product reduced the visibility of the wrinkles by 17.1%.  
(Images obtained with the Visia CR® equipment by Canfield Scientific).

T0

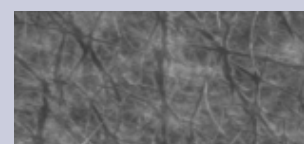


T90

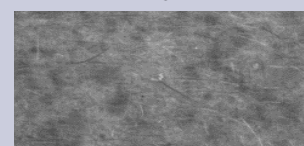


## MICRO-RELIEF OF SKIN (SEw)

T0



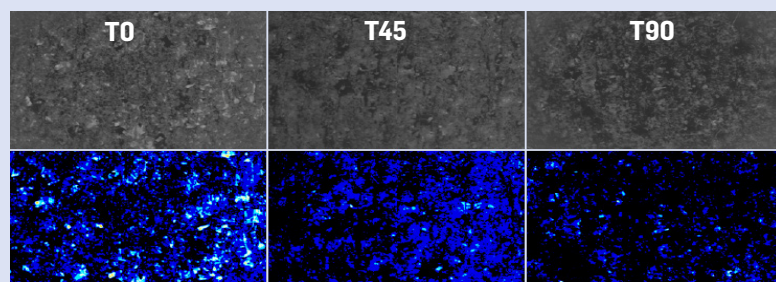
T90



After 90 days: the skin texture is improved by 9.5%.

## DESQUAMATION (Visia CR®)

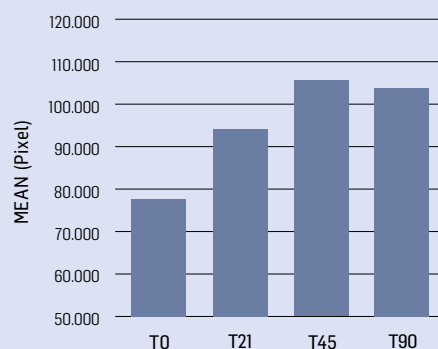
BEST CASES DESQUAMATION (CELL RENEWAL)



The light blue color of the scale represents flaking corneocytes (desquamation), and, the dark blue, more cohesive corneocytes with greater uniformity.

## MICROCIRCULATION (Frame Scan®)

IMPROVEMENT (DERMIS)



After 90 days the product stimulated the micro-circulation of the dermis by 31.2%

# HYP SKIN

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## SUSTAINABLE HARVESTING

The seaweed used in our products comes from fishing communities in remote areas of the Brazilian coast, free of industrial pollution. Assessa trained the communities to collect algae sustainably, ensuring the continuity of the activity. They learned the importance of this action for everyone's future. We also pay a fair price that is essential to the family's income and have a contract to purchase seaweed, assuring a minimum annual amount that guarantees an income for the community.



## SUSTAINABLE FARMING

Cultivation in the first area granted by the Brazilian government for the mariculture of seaweed in the open sea.



## MECHANISM OF ACTION

- HYP SKIN activates specific sensors on the skin's surface, stimulating the release of a cascade of several cytokines.
- Cytokines act at deeper levels of the epidermis and dermis.
- The action over the epidermal cells is selective for the proliferation and activity of keratinocytes.
- Resulting in a more homogeneous distribution of melanin and a more even skin tone, with fewer blemishes.
- The activated keratinocytes also release cohesion proteins such as filaggrins, generating a better structured stratum corneum.
- Other cytokines go deeper, reaching the dermis and stimulating the blood flow and the metabolic exchanges in the dermis.
- They also stimulate the activity of fibroblasts, the production of collagen, elastin, and other components of the Extracellular Matrix.
- The density of the dermis is improved, increasing the skin's firmness and reducing the amount and depth of wrinkles.
- The result of this process is more homogeneous, structured, cohesive, firm, healthy, and younger-looking skin.

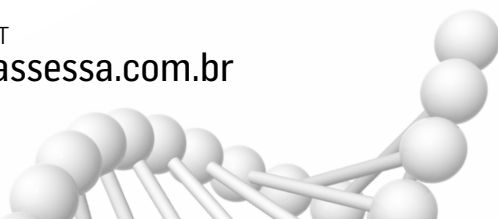
## SUSTAINABLE HAPPINESS

In periods without seaweed harvesting, Assessa supports activities such as artisanal lace production, preserved in the region's culture through generations.

### INCI NAME

Hypnea Musciformis Extract (and) Sargassum Filipendula Extract (and) Glycerin (and) Sodium Benzoate and Potassium Sorbate.

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[www.assessa.com.br](http://www.assessa.com.br)



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