

QUIDITAT NWP

SOOTHES THE SKIN. EVENS THE SKIN TONE

ASSESSA

INNOVATION FOR A GREENER WORLD



QUIDITAT NWP is a high performance bioactive ingredient composed of active biomolecules from cucumber, potentiated by a synergy with a polymeric network of seaweed poly-saccharides.

USAGE LEVELS

PRODUCT	%
Cream (spots)	2 to 5
Cream (eye area)	2 to 4
Cream (sensitive)	3 to 6
Cream (lightning)	1 to 5
After sun products	2 to 5

CUCUMBER ASSESSA TECHNOLOGY EXTRACT AND ENHANCE VALUABLE COMPONENTS

Cucumber was popular for skin care in ancient Egypt, Greece and Rome. It's still used around the world in home recipes or by directly applying slices of cucumber to the skin. It heals wounds, hydrates and softens irritated, tired or battered skin.

On the other hand, industrial products based on extracts of cucumber do not have the same benefits. The conventional processes are unable to extract the bioactive molecules of cucumber thus nullifying it's benefits.

Aware of this challenge, ASSESSA scientists developed a unique technology to extract and enhance the activity of all valuable components of the cucumber.

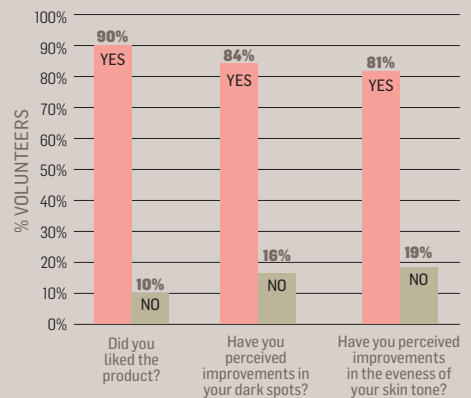
PERCEPTION

DARK SPOTS AND SKIN TONES

Lightens dark spots and evens skin tone QUIDITAT NWP was tested on 31 volunteers with skin phototypes I to IV and ages between 18 and 65 years. The volunteers used a cosmetic formula containing the product to 2% for 30 days. After this period their perception of improvement was assessed. Skin lightening was assessed by image analysis.

SKIN IMPROVEMENT

The volunteers answered a questionnaire after 30 days of product usage at home, evaluating product acceptability, perception of improvement/lightening of dark spots and the evenness of the skin tone.



Among the 31 volunteers:

90% approved the product

84% perceived that the product lightened their dark spots

81% evaluated that the product evened their skin tone.



QUIDITAT NWP

SOOTHES THE SKIN. EVENS THE SKIN TONE

EVENESS OF SKIN TONE



D00

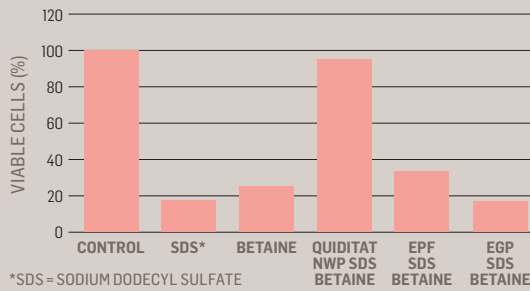


D30

The evaluation of the intensity of the color of the spots and the evenness of skin tone before and after the use of the product was performed by image analysis in a given area before (D00) and after (D30) the treatment, with the use of Image Plus v.6.0 software.

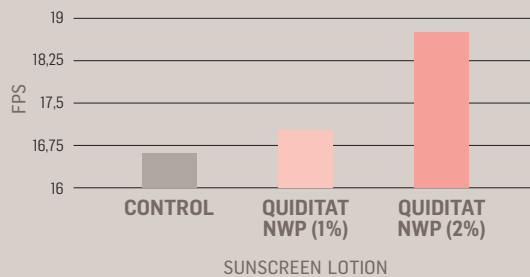
ANTI-INFLAMMATORY ACTIVITY

PROTECTION OF KERATINOCYTES



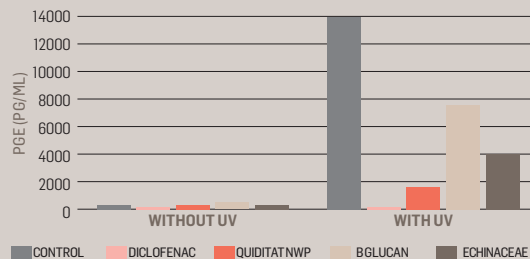
QUIDITAT NWP is more efficient than fresh cucumber (EPF) and glycolic extracts of cucumber (EGP) in the **protection of cells attacked by surfactants.**

ANTI-INFLAMMATORY ACTION BY REDUCING SOLAR ERYTHEMA



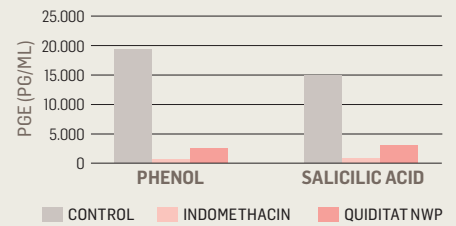
Solar rash reduction through alteration SPF: The anti-inflammatory action in vivo was tested in clinical test to evaluate photoprotective efficiency (SPF determination) through its incorporation in Gel Cream Sun Block. QUIDITAT NWP reduces the formation of solar rashes in a dose-dependent form increasing the SPF by 2.22 units when incorporated at 2% in a gel cream protective formula with base SPF of 16.42.

PGE RELEASE IN KERATINOCYTES IRRADIATED BY UV



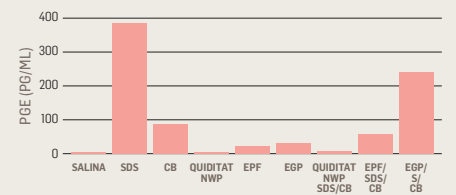
QUIDITAT NWP has excellent activity against inflammation caused by UV radiation. Reduces the release of PGE by 90% in cultures of keratinocytes submitted to irradiation with UVB and is more efficient than other ingredients with proven anti-inflammatory activity.

PGE RELEASE IN SKIN CELLS TREATED WITH ACIDS



Quiditat NWP can reduce the release of prostaglandin E by 88% when phenol is applied and by 83% when is applied salicylic acid to a culture of human keratinocytes.

RELEASE OF INFLAMMATORY MEDIATORS IN SKIN CELLS TREATED WITH SURFACTANTS



SKIN SPOTS

Reduces pigmentation in skin spots caused by inflammatory processes (Postinflammatory hyperpigmentation). The effectiveness of Quidigel NWP in lightening skin spots has been demonstrated in a test with volunteers, aged 53 to 77 years old. The volunteers were evaluated, after a period of 5 weeks under treatment, through a high definition photographic record using VISIOFACE 1000 D unit (Khourage-Kazaka, Germany).



The application of a cream containing 2% of Quiditat NWP was able to lighten the spots and reducing its coloration after 5 weeks of treatment.

INCI NAME

QUIDITAT NWP

Cucumis Sativus (Cucumber) Fruit Extract, Hypnea Musciformis Extract, Gelidiella Acerosa Extract, Sodium Benzoate and Potassium Sorbate.