

<b>General product view</b>	<p><b>YOUTH EXPERT™ COUPEROSE SERUM by DERMEDICS®</b> is the newest cosmetic concept for a <b>vascular protection</b> that is based on the formula of <b>MESO CAPIL by DERMEDICS®</b> adapted for a topical application by roll-on.</p> <p>The idea of <b>COUPEROSE SERUM by DERMEDICS®</b> is to strengthen the skin with broken capillaries caused by inflammation states which are typical for sensitive skin condition and/or Sun/UV damaged skin. Thanks to its strengthening properties the <b>COUPEROSE SERUM by DERMEDICS®</b> is dedicated to treat skin prone to <b>capillaries breaking</b> and <b>topical redness</b>.</p> <p><b>COUPEROSE SERUM by DERMEDICS®</b> also provides an effective support in therapies targeted on reduction of <b>eye puffiness</b>, <b>eye shadows</b> and <b>eye bags</b>.</p> <p>It does not contain fragrance, parabens, allergens nor colorants to provide gentle skincare for irritated and reddened skin condition. It is recommended for all skin types of all ages.</p>
<b>Active ingredients*</b>	<ul style="list-style-type: none"> <li>▪ Phyto Rutin (Vitamin P) 2%</li> <li>▪ Vitamin C 1.5% (Magnesium Ascorbyl Phosphate = MAP)</li> <li>▪ Sambucus Nigra Flower (the source of Chlorogenic Acid + Mucilage + Tannins)</li> </ul>
<b>Curiosity</b>	<p><b>Vitamin P increases absorption and efficacy of Vitamin C.</b></p> <p>If you are using a skin care product with both vitamins in the ingredients, you should expect to see faster results and less recovery time.</p>
<b>Name concept</b>	<p><b>CAPIL</b> = is a short cut from a phrase "<b>CAPILLARIES</b>".</p> <p><i>Capillaries means a very thin blood vessels – so small that a single red blood cell can barely fit through them. They help to connect your arteries and veins in addition to facilitating the exchange of certain elements between your blood and tissues.</i></p>
<b>Quality benefits</b>	<ul style="list-style-type: none"> <li>▪ Formula targeted on <b>REAL RESULTS®</b></li> <li>▪ Does not contain fragrance, parabens, allergens nor colorants</li> </ul>
<b>Directions for use</b>	<p>Daily topical skincare to provide vascular protection and strengthening.</p> <p>Recommended for all types of skin of all ages</p> <p>Unisex: for women and men</p>
<b>How to use</b>	<p>Apply on skin and leave for absorption. Apply with circular motions for 15-20 seconds. Cold ball of roll-on provides mini-cryotherapy which supports healing process, thus it is additionally beneficial for damaged vascular and gives relief sensation.</p> <p>Use several times a day until desired skin improvement.</p> <p>Can be used under makeup or selected cream by DERMEDICS®.</p>
<b>Application area</b>	<ul style="list-style-type: none"> <li>▪ Face</li> <li>▪ Eye zone (eye bags, puffiness, eye shadows)</li> <li>▪ Other topically desired (e.g. bruises to strengthen blood vessels)</li> </ul>
<b>Results</b>	<ul style="list-style-type: none"> <li>▪ Strengthened capillaries</li> <li>▪ Reduced puffiness, eye bags and eye shadows</li> <li>▪ Healthier skin condition</li> </ul>
<b>Cautions</b>	<p>For external use only. Keep out of the reach of children.</p> <p>Contraindications: hypersensitivity to any component of the formulation.</p>
<b>Unit package</b>	<p>Bottle with roll-on ball 15ml for home care only.</p> <p>Comfortable and small packing system allows to use roll-on several times a day.</p>
<b>INCI</b>	<p>Aqua/Water, Glycerin, Propylene Glycol, Troxerutin, Magnesium Ascorbyl Phosphate, PPG-5-Ceteth-20, Sambucus Nigra Flower Extract, Hydroxyethylcellulose, Ethylhexylglycerin, Phenoxyethanol</p>
<b>Additional info</b>	<p>This product contains natural vegetable components which might have different color depending on the season of the year (from transparent, through light yellow up to dark yellow).</p> <p>That is natural feature of the product.</p>

Please follow on next pages

**Phyto Rutin (Vitamin P)**

Vitamin P is a plant delivered rutin, which is a very stable flavonoid that shows important properties for the skin:

- It increases absorption of vitamin C
- Strengthens and seals blood vessels and prevents from its breaking
- Provides anti-inflammatory effects against couperose
- Inhibits lipoxygenase (an enzyme involved in allergic and inflammatory states of cells that cause their breaking)
- Inhibits prostaglandins (inflammation mediators)
- Protects skin cells from UV radiation
- Provides anti-oxidant activity (reduces free radicals that cause inflammatory states in cells)

**Vitamin C (Magnesium Ascorbyl Phosphate = MAP)**

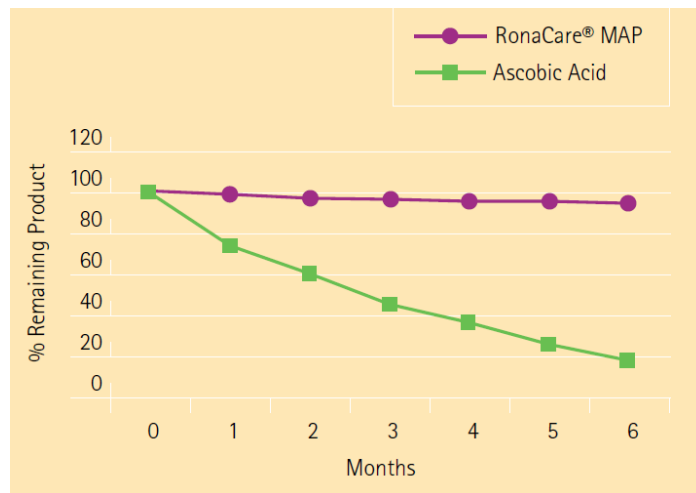
Vitamin C is one of the main components responsible for the state and look of all skin types in every age: oily, dehydrated, sensitive, damaged, prone to acne, prone to redness, prone to capillaries breaking.

L-ascorbic acid, also known as vitamin C, a powerful antioxidant, is involved in a number of biological processes such as collagen synthesis, intestinal absorption of iron, and the metabolism of selected amino acids. **Unfortunately, it is normally unstable in aqueous solutions (in long period of time).**



**RonaCare® MAP, the magnesium salt of the 2-phosphate ester of ascorbic acid,** is an ingredient that delivers an **active form of vitamin C** into the dermis where it can display its antioxidant and skin lightening properties.

The diagram below shows that RonaCare® MAP provides a vitamin C that remains **perfectly stable** for the long-term.



Stability of Magnesium Ascorbyl Phosphate (MAP) compared to Ascorbic Acid.  
3% solution in water at 40°C, pH not adjusted.

**RonaCare® MAP is the first converted into Vitamin C (ascorbic acid) by the skin's phosphatase enzymes and then readily absorbed into the skin<sup>1</sup>.**

**Properties of Vitamin C:**

<b>Anti-aging</b>	<ul style="list-style-type: none"> <li>▪ Reduces matrix metalloproteinases – destructive enzymes for collagen (especially collagenase)</li> <li>▪ It plays main role in of collagen rebuild process by activating skin self-renewal system</li> <li>▪ Activates fibroblasts to the synthesis of collagen and elastin</li> </ul>
<b>Pigmentation balance</b>	<ul style="list-style-type: none"> <li>▪ Prevents from tyrosinase activation (the enzyme responsible for the production of melanine)</li> <li>▪ Inhibits melanin synthesis (overproduction of melanin is one of the main reason of inflammatory states of skin cells that cause brown spots (hyperpigmentation) and capillaries breaking)</li> </ul>
<b>Antioxidant activity</b>	<ul style="list-style-type: none"> <li>▪ Strongly reduces free radicals (the main reason of photo-ageing, wrinkle creation and inflammatory states of skin cells that cause capillaries breaking)</li> <li>▪ Detoxifies the skin</li> </ul>
<b>Protection</b>	<ul style="list-style-type: none"> <li>▪ Supports skin protective barrier against cells degradation caused by UVA and UVB radiation</li> <li>▪ Protects elastin and collagen from degradation</li> </ul>
<b>Repairing (healing)</b>	<ul style="list-style-type: none"> <li>▪ Accelerates healing process of damaged skin</li> <li>▪ Reduces inflammatory states of cells (the reason of age-spots, acne and capillaries breaking)</li> <li>▪ Rebuilds skin structure and functionality (firmness and elasticity improvement)</li> <li>▪ Seals the capillary walls of blood vessels and thus improves their flexibility</li> </ul>
<b>Improving skin condition and look</b>	<ul style="list-style-type: none"> <li>▪ Visibly rejuvenates the skin</li> <li>▪ Brightens and smoothes the skin</li> <li>▪ Makes skin tone equal</li> </ul>

<sup>1</sup> PMBG Maia Campos, GM Silva, Ascorbic Acid and Its Derivates in Cosmetic Formulations, Cosm Toil 11, 59-62 (2000).

## **Sambucus Nigra Flower <sup>2</sup>**

The Elder (*Sambucus nigra* L.), is known as a tree of evil. It can reach a height of up to 6m. It has big leaves, white umbellate flowers and black fruits.

The scientific (Latin) name of the elder is *Sambucus*, perhaps from the Greek *sambuce*, an ancient musical instrument, because of the readily removed tubes of bark once used for flutes and whistles.



The extract has following properties:

- Decreases vascular permeability
- Provides a distinct anti-inflammation effect
- Anti-puffiness action
- Reduces biosynthesis of Vascular Endothelial Growth Factor (VEGF) by keratinocytes



*VEGF is a potent cytokine with action on the endothelium and plays a crucial role in the inflammation process. It is responsible for the chemotactism of immunocompetent cells and vascular permeability. VEGF is expressed at low levels in healthy skin and up-regulated by keratinocytes in inflammations.*

### **It includes: Chlorogenic Acid**

This plant delivered acid works on several levels:

- Protects the skin from degradation of elastin and hyaluronic acid (inhibits hyaluronidase and elastase enzymes)
- Prevents genetic material of skin cells (DNA) from the damage caused by Sun light
- Binds iron ions which increase as a cause of UV radiation (their excess activates hydroxyl radicals which destroy the proteins and lipids of the skin)
- Antioxidant and radical scavenging activity
- Immunostimulating activity

### **It includes: Mucilage**

Mucilage is a thick, gluey substance produced by nearly all plants. Mucilage used in our serum is produced by flowers of Elder. In plants mucilage plays a role in the storage of water and food, seed germination, and thickening membranes.

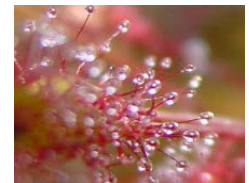
In cosmetics it has following properties to the skin:

- Soothes irritation
- Reduces inflammatory states (skin “calming down” action)

### **It includes: Tannins**

Tannins are the component of many plants. In cosmetics they have following properties to the skin:

- Antiseptic (they eliminate toxins from cells that cause capillaries weakness and breaking down)
- Antiphlogistic



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<sup>2</sup> The pithy centers of the branches are easily pushed out with a thin metal rod and, years ago these hollow tubes were also used for tapping sugar maple trees to collect the sap in spring. Though the German name of the tree, *Holdre*, signifying hollow, it is also said to be mythological connected with *Hulda*, the goddess of love; and, like love, the Elder drives away evil spirits and defeats the arts of the sorcerer, being an antidote to all his machinations. The flowers of the Elder make their appearance at the end of May or the beginning of June. The flowering tops are harvested in late spring and the berries are picked in early autumn.

Belonging to the *Caprifoliaceae* family, the Elder is native from Europe and is often cultivated.

In traditional medicine, *Sambucus Nigra* was used to treat coughs, colds and flu. The infusion of flowering tops is relaxing and produces mild perspiration that helps reducing fever. The flowers have also the capacity to tone the mucous linings of the nose and throat, increasing their resistance to infection. The tops are prescribed for chronic catarrh, ear infections, allergies and candidiasis.