



# CutiGuard CLR™

Timeless beauty at first sight

## CutiGuard CLR™

|                                     |                          |                                     |
|-------------------------------------|--------------------------|-------------------------------------|
| in vivo                             | ex vivo                  | in vitro                            |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

CutiGuard CLR™ provides an innovative approach to skin longevity by harnessing the extreme natural adaptivity of the red alga *Galdieria sulphuraria* and transferring its resilience to aging skin. It potentiates the guardians of youthful skin, p62, selective autophagy, and nuclear HMGB1, to reduce the accumulation of cellular GATA4 and extranuclear HMGB1. As a result, it prevents the buildup of senescent skin cells and inflammaging.

Consequently, CutiGuard CLR™ makes skin look visibly younger and more attractive, even at first sight, demonstrated in an industry first 'first impressions' study. It reduces wrinkles and improves skin firmness. Skin color evenness and radiance are also perceptibly improved, two critical cues of facial beauty.

**Dosage:** 3.0%

**pH range:** 3.0–9.0

**INCI Name:**

Betaine, Sucrose, Hydrolyzed Rhodophyceae Extract, Water

CutiGuard CLR™ is unpreserved.

### Skin benefits

- Makes skin look visibly younger and more attractive at first sight, demonstrated in an industry first 'first impressions' study
- Improves skin tone evenness, radiance and youthfulness, confirmed by international makeup artists
- Reduces crow's feet after 14 days
- Transfers the adaptivity and resilience of an extremophilic red alga to skin cells
- Acts strongly on most relevant cell biological events during skin aging preserving a youthful skin functionality
- Effectively influences vital cell biological processes encompassing GATA4, HMGB1 and selective autophagy
- COSMOS approved and NATRUE-certified

### Marketing opportunities\*

- Supports skin's youthful appearance with visible results
- Enhances skin's natural radiance and evenness
- Visibly smooths crow's feet and fine lines
- Combines the power of nature with the latest scientific developments and biotechnologies
- Preserves skin's youthful functionality by supporting essential cellular processes
- Transfers nature's resilience to the skin, strengthening its ability to adapt to external stressors

\* This list is for illustrative purposes only.  
Make sure to comply with relevant legislation.

### Applications

- Anti-wrinkle, firming, smoothing
- Skin regeneration
- Skin protection

for fine cosmetics · since 1926



# CutiGuard CLR™ – Selected efficacy studies – *in vivo*

## The industry first 'first impressions study'

CutiGuard CLR™ was subjected to a 'first impressions study' with the goal to assess whether it could play a role in improving the first impression a person makes. 170 so-called naïve graders were asked to assess the skin of two standardized photographs of the same volunteer in the study for three seconds (randomized, blinded, total of 31 volunteers). One photograph was taken before the treatment with a cosmetic formulation containing 3% CutiGuard CLR™, the other one after a six-week treatment (twice daily application).



Fig. 1: Standardized photographs of the same volunteer on day 0 and day 42.

## Results

A clear majority of volunteers showed to prefer the skin after the treatment with 3% CutiGuard CLR™, illustrating its potency to positively influence the first impression of a person.

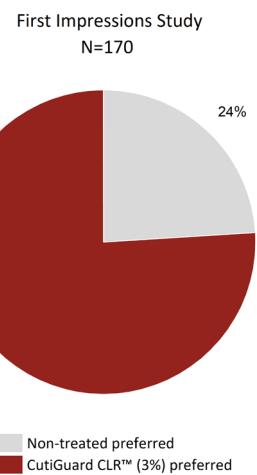


Fig. 2: The results of the first impressions study show a clear preference for skin treated with CutiGuard CLR™.

## Skin radiance (and others)

To further confirm the results of the 'first impressions study', we asked 5 makeup artists to judge the effect of a twice-daily, 6 week-treatment with CutiGuard CLR™ on important skin features, based on the key words even, balance, youthful, flawless and radiant. They compared standardized images of 31 volunteers before and after treatment.

## Results

The skin which was treated with 3% CutiGuard CLR™ was judged to be far more even, balanced, youthful, flawless and radiant than the skin which was not treated. The results obtained in this study clearly show CutiGuard CLR™'s tremendous potency as a cosmetic active ingredient.

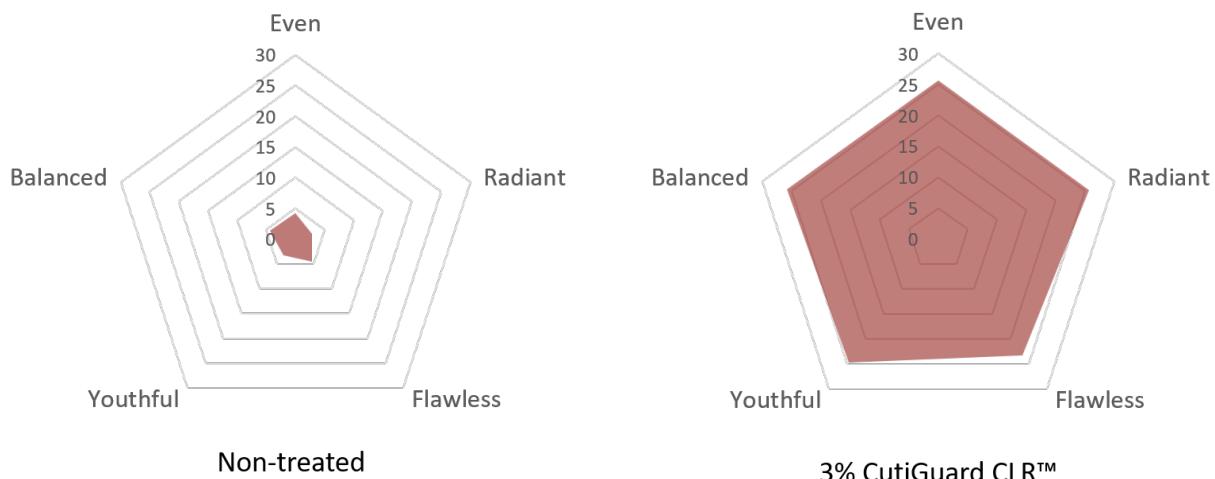


Fig. 3: Makeup Artist Expert grading results for non-treated skin and treated skin with CutiGuard CLR™.

## CLR

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