

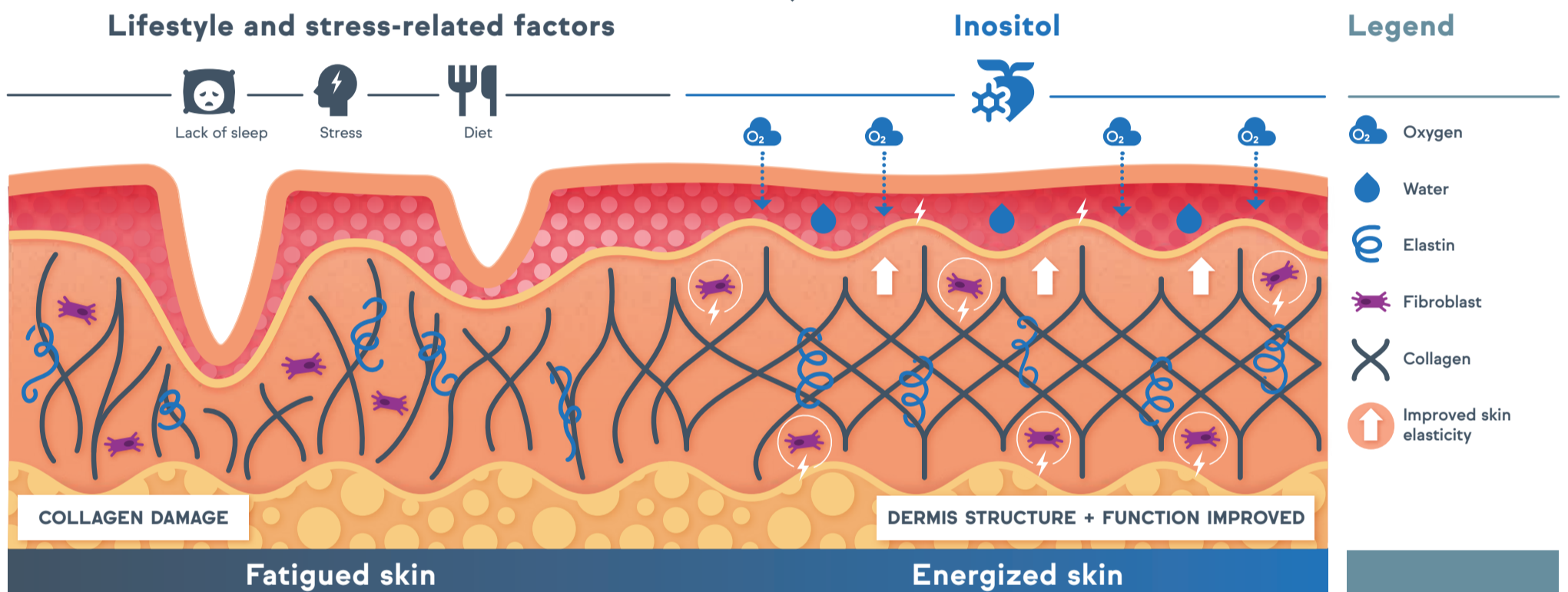
# GENENCARE® OSMS MI (INCI: INOSITOL) THE ENERGIZING OSMOLYTE TO FIGHT THE SIGNS OF SKIN FATIGUE

## BENEFITS

1 Helps energize skin to fight skin fatigue

2 Helps improve skin elasticity

3 Contributes to managing water balance in skin



## MODE OF ACTION

Stimulates keratinocyte metabolism

**65%↑**

**NMF↑**

Increased filaggrin expression of keratinocytes by 65%\*

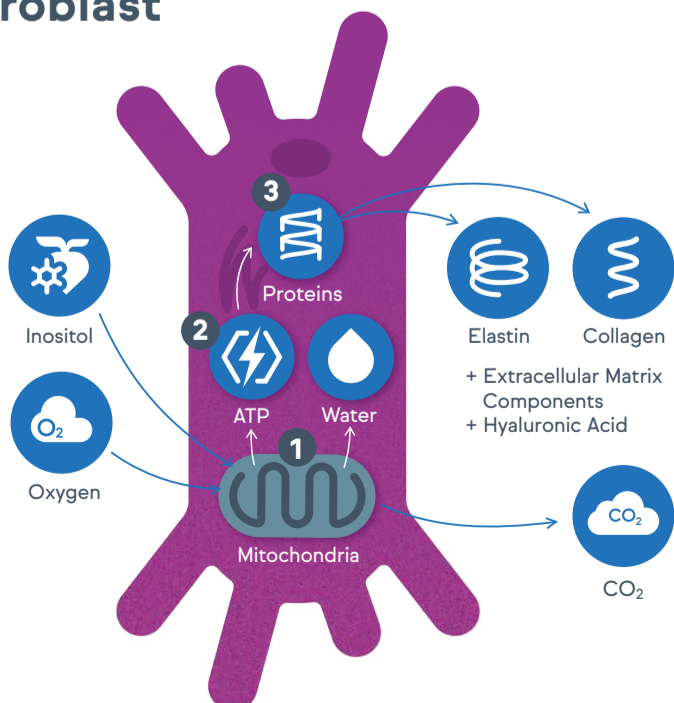
More N.M.F. (Natural Moisturizing Factor) to retain water and rehydrate the epidermis

Stimulates fibroblast metabolism<sup>1</sup>

1 Increased mitochondrial respiration by 22%

2 Increased ATP production by 62%

3 Increased protein content by 84%



## CLINICAL BENEFITS

Contributes to improved skin elasticity

**+10%\***

Rate of elastic recovery to total deformation (Ur/Uf)

**+11%\*\***

Net elasticity (Ur/Ue)

**-2.2%**

Total skin deformation (Uf)

Contributes to improved skin oxygenation<sup>2</sup>

**+10%**

Significant effect versus To and versus control cream (Student T test) \* p<0.01; \*\* p<0.05

(1) Augereau, O. et al. (Yves Rocher), Inositol improves energetic metabolism, angiogenesis and inflammation control of skin, IFSCC, Orlando, 2004.  
(2) WO 2004075821 Cosmetic use of inositol

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