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# ASIA-PACIFIC HEALTH, FITNESS & WELLNESS SUMMIT

Thailand - Bangkok

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Biologique Recherche's **personalized methodology** has a reputation for astounding effectiveness based on a **clinical approach** to beauty care using intentionally pure, concentrated, raw ingredients, as well as **innovative** and **meticulous protocols** and **procedures**.



A holistic approach to the skin which is considered an organ directly connected to all the others.

**45 years of unique expertise in exceptional customized beauty care.**

Founded over 45 years ago by a couple of **passionate and talented skincare experts.**

## Yvan Allouche

Biochemist, skin researcher and product formulator



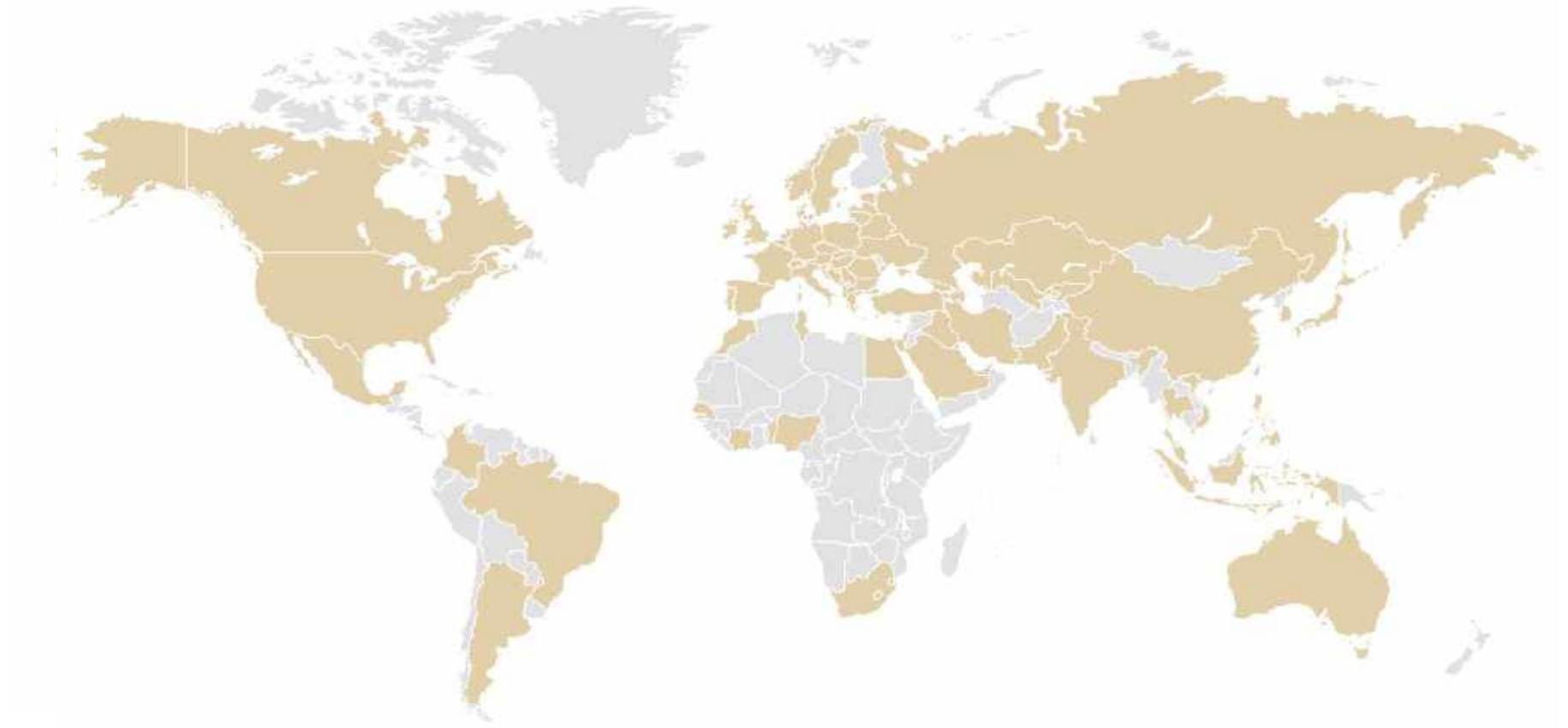
## Josette Allouche

Physiotherapist and esthetician



Available in over than **82 countries**

**5 continents:** Eurasia, North and South America, Africa and Australia.



# A MEDICAL APPROACH TO SKIN CARE

Strong partnerships in the medical field to develop innovative product and treatment



## Integrated Research Team driven by MD

Dr. Allouche  
Dr. Lipp (aesthetic surgeon)  
Dr. Moddaï (nutritionist)

## Working with famous universities



Dr. W. Lowenstein

## Genetic research

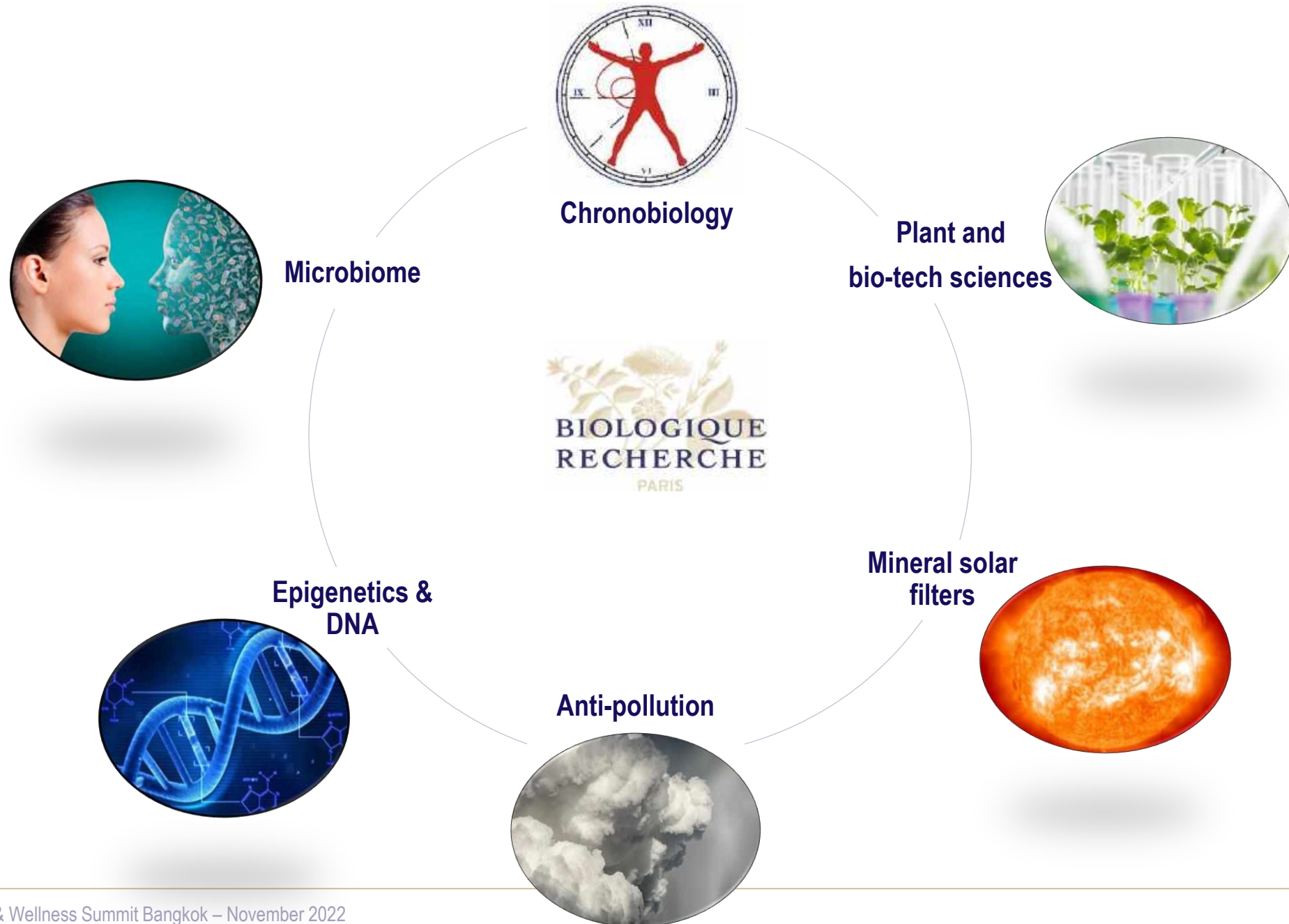


## With Worldwide Scientific Partnerships



**Wellness for cancer**  
Dr. Brent Bauer

# RESEARCH AND SCIENCE FOR RESULT DRIVEN PERSONALIZATION



## Quality is our priority

- Our products are manufactured in France
- Close to Paris
- In our own laboratory





# THE BIOLOGIQUE RECHERCHE SKINCARE METHODOLOGY





**Skin Instant® LAB**  
by **Biologique Recherche** Experts



**High-definition visual diagnosis of the epidermis. VisioLab®** is a tool that scientifically photographs the face in high resolution and then analyzes its components.

## 5 scientific measurement probes:

- Hydration,
- Insensible water loss,
- Elasticity,
- Pigmentation,
- Sebumetry.

## Multi-variable analysis examining:

- Surface of the pores (dilated or tightened pores),
- Intensity of pigment spots, blemishes,
- Homogeneity of the complexion,
- Surface area of wrinkles.



## Out-of-the-box Vision:

- Unique & Evolving SkinInstant®
- The same epidermis can present various issues simultaneously

## Out-of-the-box Vision:

- Moisture Content, measured by corneometry
- Insensible Water Loss (IWL) also known as Transepidermal Water Loss (TRWL), the measure of the efficiency of the lipid barrier
- Skin Elasticity or the skin's ability to regain its original shape after distortion, measured by cutometry.
- Skin Melanin Index, an “absorption” measurement to monitor changes in pigmentation marks
- Sebum Content, measured by photometry

- The very first stage of the Methodology  
→ **Create a direct link with the customer**
- By going through the questionnaire, guests create a **personal link with the therapists**
- Customers learn **specific knowledge** of his/her skin

**Significant asset during any Event**  
**Propose a SkinInstant® lab diagnosis trial to guests**



- A **scientific** photograph of the face in **High Resolution**
- Real-time results

#### **Multi-variable analysis examining:**

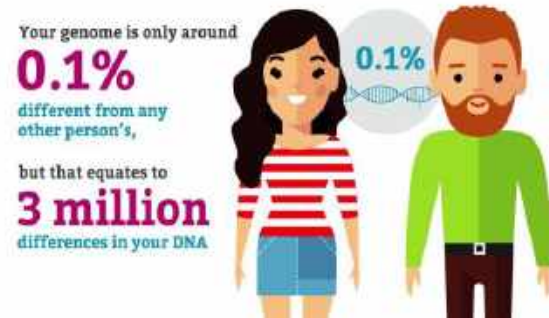
- The surface of the pores (dilated or tightened pores),
- The intensity of pigment spots, blemishes,
- The homogeneity of the complexion
- The surface area of wrinkles

- Tangible visual response to the customer
- Understanding of customer's skin issues by facing a visual approach to his/her face
- Allow the customer to visually follow up on the positive evolution of their skin

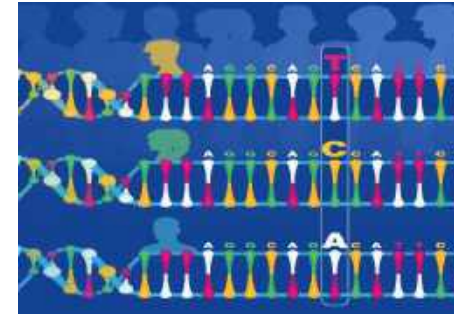
→ **Complement the key figures delivered by the SkinInstant© Lab**

# WHY PERSONALIZED BEAUTY SHOULD START WITH DNA?

Nothing more personal than your DNA: 3 Billion base pairs make up human genetic code



**That makes YOU!**



A difference in **ONE** letter (single base): **SNP**

50% of our ageing is based on our genes while only 50% is determined by the environment

Some people age 1.2 years faster: pace of aging has a large DNA component

# WHY PERSONALIZED BEAUTY SHOULD START WITH DNA?

Out of **20.000** human proteins: **70%** are expressed in **SKIN**  
Means the around 500 proteins have elevated expression in skin compared to other tissues in your body

SNPs (type of genetic variation) in 14.000 skin genes are able to determine individual's skin response to:  
**Environment, Sun (UV), Blue lights, Pollution, Oxidative Stress**



**MyBeautyDNA : to find out and prevent any predispositions you possibly have because of your GENES which directly influence:**

- aging
- collagen breakdown
- elasticity/wrinkles
- glycation
- levels of hyaluronic acid
- imbalances of vitamins and minerals
- antioxidants
- enzymes



BIOLOGIQUE  
RECHERCHE

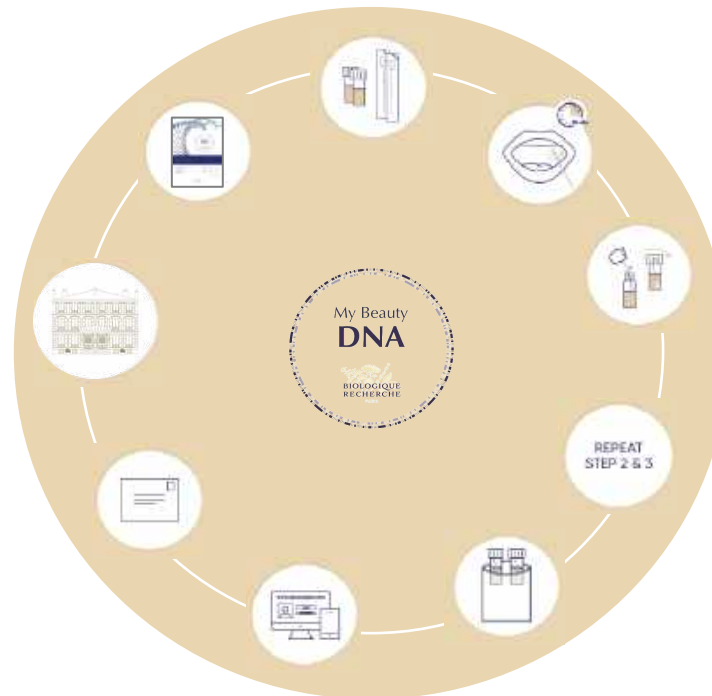
PARIS

# MY BEAUTY DNA

Because our DNA represents our individual “Identity Card”, analyzing our DNA can provide an abundance of information about the skin’s need.

**With My Beauty DNA® Biologique Recherche analyzes more than 600,000 genetic variations related to the skin in order to determine the personalized treatments and products that are best suited to each individual Skin Instant®**

In total, **14 skin characteristics** are studied and split into **4 main families**



## Skin and Aging

Collagen Breakdown  
Skin Glycation



## Skin and the Sun

Sensitivity to sun / poor tanning ability  
Pigment Spot Facial  
Photoaging



## Skin and the Environment

Global Sensitivity  
Pollution defense Impairment  
Skin Inflammation



## Skin profile

Skin Stretch Marks  
Skin Rosacea  
Protection from Skin Cellulite  
Hyperseborrhea  
Dryness  
Skin Antioxidant Deficient





## Partnerships with American Laboratories specialized in DNA analysis



### **True Family:**

- Carry out the analysis

### **Life norms:**

- Store the analysis reports

## Biologique Recherche garrantor of the safety of the DNA information

### **Collected data:**

- Kit number and the security code supplied by the User when they connected to their client area
- Securely transmitted results of the DNA analysis, which are downloadable from the Site

### **Processing is based on Users' consent:**

- No personal data (surname, first name, email address, etc.) is collected via the Site
- No other data is collected and/or processed by the Company

# THE MOST COMPLETE SKIN INSTANT© DIAGNOSIS SYSTEM IN THE MARKET

What you see.

**Skin Instant Lab©**

1

Medical probes measurements



**The Professional**

2

Tactile, visual and question assessment



**Visiolab©**

3

High Definition visual analyzing



NEW

**My Beauty DNA**

4

Your Skin Invisible heritage and future



What you cannot see.

