



Provital  
Do Care

# Ethicskin™

Adding meaning to beauty

- A multifunctional active developed and produced around an internationally recognised eco-ethical initiative in Querétaro, Mexico.
- A step forward towards a just world and a sustainable future.
- An inclusive pathway to skin homeostasis & preventive aging.

**CareActives**

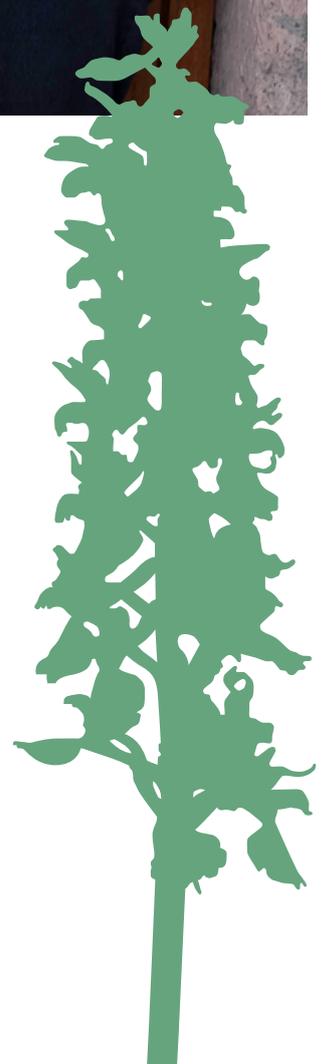
Well-aging



# Our planet needs a beauty industry that cares

With consumers becoming increasingly aware of issues surrounding sustainability, a global and far-reaching initiative is indispensable in order to limit environmental damage. From ingredient sourcing to packaging, and from energy consumption to waste management, the beauty industry needs to take action.

Ethicskin™ arises from the need to care, the need to broaden the limits of sustainability and ethics in the beauty sector, the need to bring honesty and transparency to another level; the need for a new way of acting where biodiversity and environmental conservation go hand in hand with social and economic growth, where traditional knowledge and natural resources are valued and rewarded fairly in this global world we happen to live in.



# Transcending skin ethics with a new broad-spectrum ethos

## 1 Caring for the riches of nature

Ethicskin™, a multifunctional, well-aging active developed and produced around one of Provital's flagship sustainability initiatives: **Mujeres y Ambiente (M&A)**.

Aiming to be the most drastic advance towards a just world and a balanced future, Ethicskin™ embodies Provital's new broad-spectrum ethos:

“An example of successful **biodiversity conservation** through the sustainable use of genetic resources”.



## 2 Honouring local heritage

By **fairly compensating Mexican rural** producers for their labour and inherited traditional knowledge.

**1st** worldwide IRCC under the **Nagoya Protocol** for a cosmetic ingredient

## 3 Empowering social enrichment

By ensuring that the benefits arising are shared **equitably with local communities**.



**ACCESS & BENEFIT-SHARING**

## 4 Ensuring a sustainable future

Internationally recognized sustainable sourcing project contributing to **8 UN Sustainable Development Goals (SDGs)**.



### It's all about the sourcing

*Heterotheca inuloides* is locally known as Mexican Arnica or “Cuateteco”. Ethicskin™ is sustainably obtained from this traditionally-relevant plant thanks to the implementation of an **integrated watershed management** that provides a better soil and water conservation.



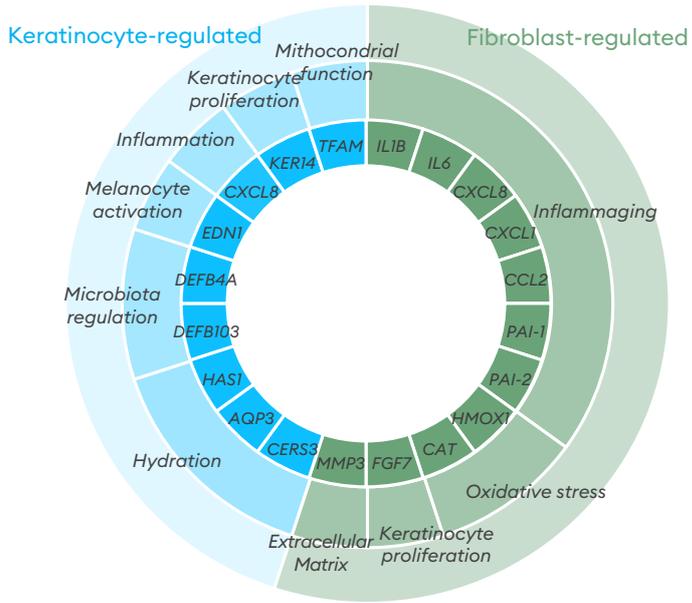
# In vitro efficacy

Gene expression assessment in Normal Human Epidermal Keratinocytes (NHEK) and Fibroblasts (NHDF). Results are expressed as a percentage of change over non-simulated control (%), with the control expression considered to be 100%.

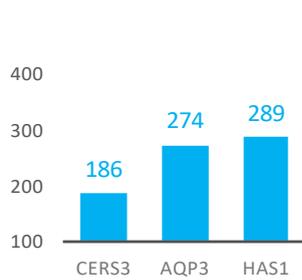
Ethicskin™ stimulates skin cells towards a multifunctional gene expression profile

# Cherishing genetic inheritance with the endogenous power of our skin

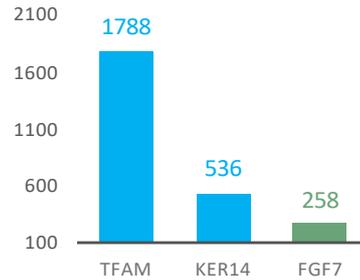
Ethicskin™ triggers multiple endogenous mechanisms of the main skin cells by selectively modulating the gene expression of several elements related with skin aging.



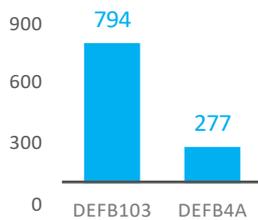
## ↑ Epidermal Hydration



## ↑ Cell Homeostasis & Proliferation



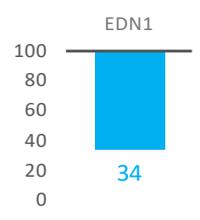
## ↑ Skin Barrier Reinforcement



## ↓ Oxidative stress



## ↓ Hyperpigmentation



## ↓ Inflammaging



# In vivo efficacy

In vivo **double-blind study** in which the volunteers applied a formulation with **2% Ethicskin™** to the hemiface, morning and night, for **56 days**. Measurements were taken on D0, D14, D28 and D56 vs Placebo.

\*Statistical significance of the parameter ( $p < 0.05$ )

**Multi-ethnic panel of 71 female and male volunteers** that included Caucasian, African, Asian and Latino backgrounds.



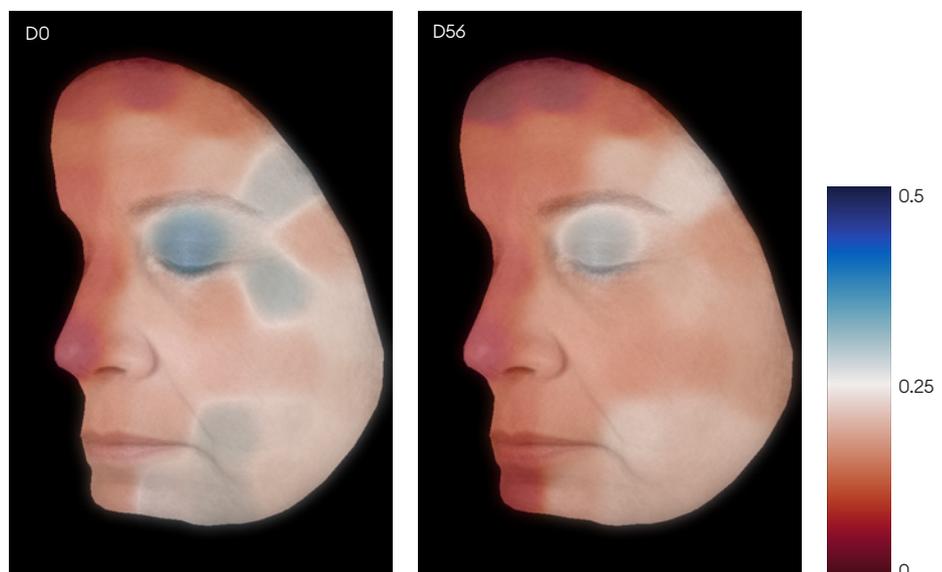
## Smoother skin appearance

Ethicskin™ clearly and visibly reduces roughness and the size and number of visible wrinkles in the crow's feet area for all skin types.



## Global Firming effect

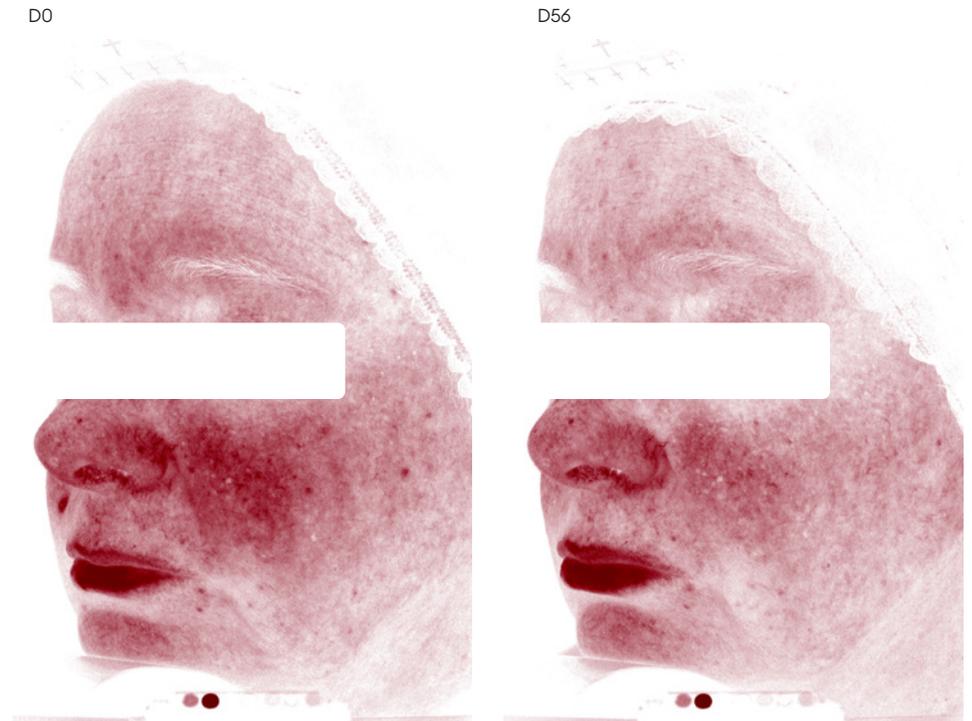
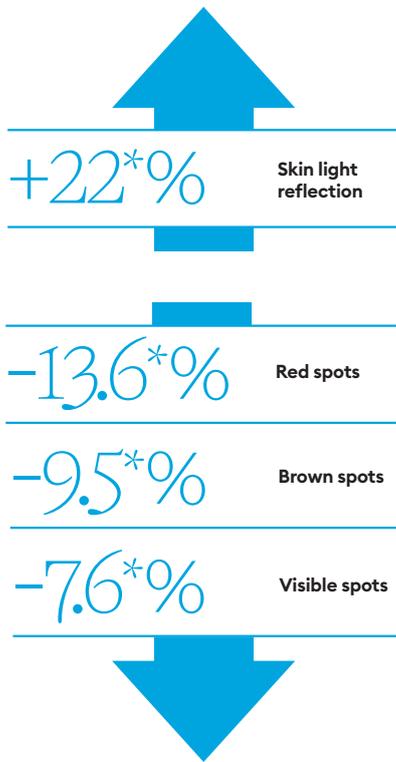
Provital was able to create – for the first time on firmness – a **coloured facial mapping** that allowed the positive evolution of the global firming effect on the face to be visualised (bluer tones correspond to lack of firmness).



## In vivo efficacy

### Glowing & Spotless skin

By reducing skin inflammatory reactions and redness, Ethicskin™ will limit *inflammaging* and prevent its negative repercussion on skin aging processes, thus leading to a smoother and more radiant skin.



**Ethicskin™ significantly improves many skin features related to skin health, generating a preventive and inclusive path to skin aging.**

# Ethicskin™ adds meaning to your projects

Provital has identified the following courses of action for adding value to future projects with Ethicskin™:



## 1. Empower purchasing decisions by actively communicating ethical practices

By virtue of using Ethicskin™, your brand, line or product will have the widest range of ethical proofs that will attract the most 'activist' consumers. Share the whole value chain and be proactive with transparency.



## 2. Use our broad-spectrum ethos to expand your positioning

Create products that are optimised for functionality and with a focus on culture and community is a winning strategy for future developments.



## 3. Set up a minimal brand identity

Nowadays, any green brand should seek to reposition itself in a clearer niche, rising above the rest. Create minimal-ingredient products with a traditional ingredient as the focus, so that consumers will see this as authenticity, and trust the brand to be true to its original message.



## 4. A renewed approach to inflammaging

Give the Pro-aging concept a go with claims about the widespread benefits that arise from preventing inflammation. Create an anti-inflammaging product line that involves a comprehensive prevention approach to aging that will be suitable for the most delicate or sensitive skins.



## 5. Future-proof your retail ecosystem – The next step on clean beauty

Future-proof retail with streamlined online experiences. Create a complete ecosystem for the consumer journey, using technology as a way to transmit honesty and safety to the consumer, as a way to innovate on transparency and to make your project palpable for the consumer.

## Specifications

<b>ETHICSKIN™ 71150 Properties</b>	The sustainable ethical and inclusive pathway to skin homeostasis & preventive skin aging.
<b>Active molecules</b>	Flavonoids
<b>Appearance</b>	Transparent - Slightly turbid liquid Pale brown - Brown
<b>Solubility</b>	Soluble in aqueous solutions
<b>Recommended dose</b>	2%
<b>INCI</b>	Propanediol, Glycerin, Heterotheca inuloides Flower Extract, Citric Acid.

### Certification



### Compliance



**100% Natural Origin**  
(ISO16128)

**1<sup>st</sup>** Worldwide IRCC under the **Nagoya Protocol** for a cosmetic ingredient.

## Formulation

ABSOLUTE SKIN REFLECTION		%(W/W)
INCI/ PCPC		
<b>A</b>	Aqua (Water) Sodium Phytate, Aqua(water), Alcohol Propanediol	81.58 0.10 2.00
<b>B</b>	Microcrystalline Cellulose, Cellulose Gum, Xanthan Gum	1.40
<b>C</b>	Xanthan gum Hydro MX GNBN Oryza Sativa Rice Starch	0.10 3.00 1.35
<b>D</b>	Isoamyl Laurate Helianthus Annuus Seed Oil, Alkanna Tinctoria Root Extract Sodium Stearoyl Glutamate Sucrose Polystearate, Cetyl Palmitate Asiatic Centella Oil	1.50 0.18 0.20 3.00 0.50
<b>E</b>	Parfum (Fragrance)	0.15
<b>F</b>	Ethicskin™ Dermasooth™ Pentylene Glycol, Glyceryl Caprylate, Glyceryl Undecylenate Calcium Aluminum Borosilicate, Silica, Titanium Dioxide, Tin Oxide Water, Citric Acid	2.00 1.00 1.60 0.04 0.30

