

Active Beauty  
PrimalHyal™ 3K  
Experience the multi-power HA

Crafted by white technology



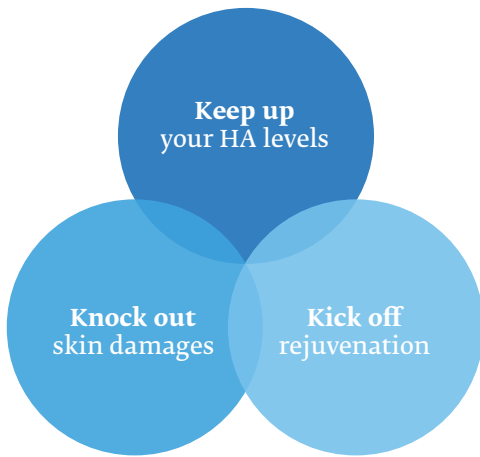


# PrimalHyal™ 3K

## Experience the multi-power HA

Did you know that by age 50, we lose 50% of our body's ability to produce hyaluronic acid? The solution to fight against this issue is to increase your skin's HA content through cosmetics, in order to rejuvenate your body from within. Active Beauty innovates with a new rich bio-compatible Hyaluronic Acid blend which is able to penetrate the skin.

### Three key HAs



### Mechanism of action

PrimalHyal™ 3K is designed to reset your skin at a previous age targeting:

#### 1 • HYDRATION

Stimulation of the tight junctions protein expression: ZO1 by +29% and Occludin by +39%, limiting TEWL  
Decrease of skin roughness by 66%

#### 2 • PROTECTION

Stimulation of  $\beta$ -defensin with a 107-fold overexpression of the DEFB4 genes

#### 3 • REPAIR

Improvement of proliferation and migration of keratinocytes and fibroblasts in only 24 hours

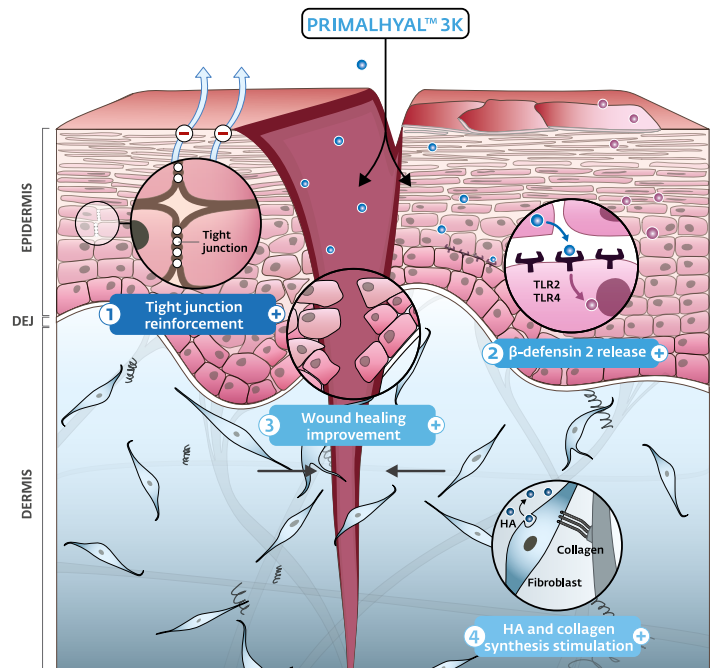
#### 4 • ANTI-AGING

Stimulation of collagen synthesis by +21%  
Improvement of the hyaluronic acid content production by 93%

### A multi-power HA

PrimalHyal™ 3K is a mix of 3 Hyaluronic Acids (HA):

- A 100-300 kDa HA to reinforce the skin natural defense and wound healing process
- A 20-50 kDa HA to improve skin biomechanical properties and firmness
- A 5-20 kDa HA to rejuvenate the dermis from inside



## PrimalHyal™ 3K is born to perform your skin beauty!

INCI name: Hydrolyzed hyaluronic acid.

Preservative: None

Dosage: 0.1% to 1% | Form: powder | Hydrosoluble

Cosmetic applications: Day cream, night cream, soothing cream, intense hydration...