



xpertmoist[®]

*Extreme moisturisation and
regeneration for the driest skin*



The skin is the first protective barrier of the body against external aggressions and an effective, powerful moisturisation is necessary to guarantee its optimal integrity and health. Lack of moisture in the stratum corneum (SC) leads to an anomalous skin barrier, increasing the transepidermal water loss (TEWL). This fact is responsible for a water content decrease in the SC, followed by the Natural Moisturizing Factor (NMF) loss and SC proteins denaturation, which contribute to an altered differentiation of keratinocytes and a consequent desquamation. Hard weather conditions, excessive use of water and/or cleaning agents, mechanical stress or even aging can also lead to a reduction of NMF levels, resulting in scaly skin. Several body areas are susceptible to suffering from extreme skin dryness having a fragile appearance and being rough to the touch, such as heels, knees, elbows, hands and also the face.

xpertmoist[®] is a molecular film containing specific active ingredients with a high moisturising and regenerating effect

that confers a pleasant feeling to the skin, even in extreme conditions. This occlusive improved delivery system has a great contact surface with the skin, minimising the TEWL and helping the active ingredients to penetrate more efficiently into the skin.

INCI

Water (Aqua), Glycerin, Pseudoalteromonas Ferment Extract, Xanthan Gum, Proline, Alanine, Serine, Sodium Phosphate, Sodium Hydroxide, Ethylhexylglycerin, Caprylyl Glycol.

Preservative free.

Dosage

5-10%

Solubility

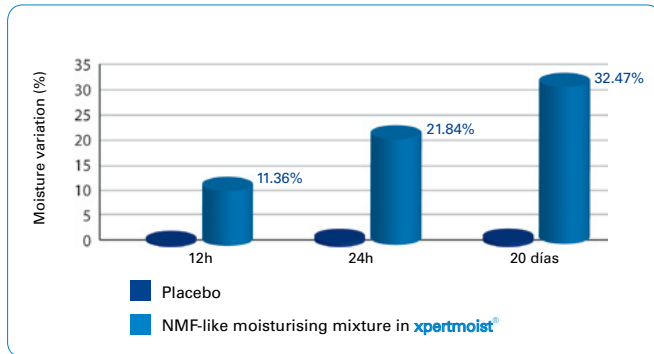
Water soluble.



In vivo efficacy

1. NMF-INGREDIENTS IN **xpertmoist**[®] MOISTURISATION

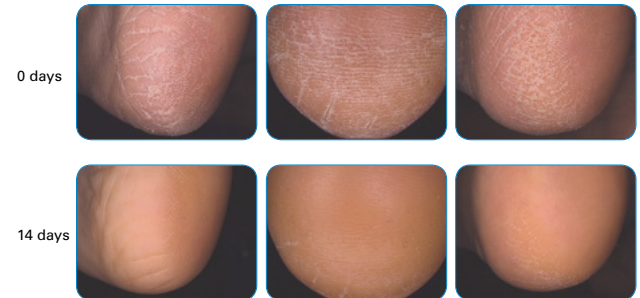
A panel of 20 female volunteers, aged 34 to 72, applied a gel containing 7% NMF-like moisturising mixture in **xpertmoist**[®] on one side of the face twice daily, for 20 days. A placebo gel was used to treat the other side of the face. The moisturising profile was determined by corneometry.



A significant immediate and long-lasting moisturising effects were achieved, under the assay conditions.

2. PLANTAR HYPERKERATOSIS EFFICACY

A panel of 20 both male and female volunteers, aged 40 to 70, suffering from plantar hyperkeratosis applied a cream containing 7% **xpertmoist**[®] on their feet, specially on the heels, twice daily for 2 weeks. Skin moisture measurements were determined by corneometry and volunteers filled in a questionnaire to assess the efficacy, pleasantness and tolerability of the product.



Skin hydration increased significantly by 90% in only 14 days

Besides, 95% of the volunteers felt their skin softer, smoother and more hydrated with **xpertmoist**[®].

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Isaac Peral 17 Pol. Industrial Camí Ral - 08850 Gavà (Barcelona) Spain-Tel +34 93 638 80 00 / Fax +34 93 638 93 93 - commercial@lipotec.com