

# COSMETICS 27

by M.E.SKINLAB  
PARIS



NATURALLY PERFORMANT. SCIENTIFICALLY PROVEN.

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# THE NAME BEHIND THE BRAND: MICHELE EVRARD

## A PERSONAL QUEST FOR PERFECTION

*“My philosophy is simple. It is based on my training as a pharmacist and my experience in cosmetics, but more essentially on my own needs and expectations when it comes to skincare. I create and develop uncompromising, effective and ethical products. I am guided by my own skin’s specific needs, my product experience, my instinct and my passion for research and innovation”*

Michele Evrard, Founder of M.E SkinLab



- Pharmacist by training
- 18 years as marketing and product executive in cosmetic industry
- Backed up by French cosmetic laboratory
- Created ME SkinLab in 2009

# COSMETICS 27 by M.E.SKINLAB

BUILT ON PERFORMANCE & INNOVATION TO MEET THE HIGHEST STANDARDS IN SKINCARE

## ◆ All Natural Formulas

- ◆ Patented Compound of Centella Asiatica purified bio-extracts to target specific skincare functions.
- ◆ Delivering the most effective combination of active natural ingredients with an environmental friendly conscience,
- ◆ No Paraben, no Phenoxyethanol, no petroleum derivatives, no fragrance, no colorants, no silicones...

## ◆ Scientific Expertise supported by continuous testing for unbiased proven results,

- ◆ Rigorous product testing protocols and consumer and/or clinical tests,
- ◆ Recommended by dermatologists in Europe.

## ◆ Unique Innovative textures inspired by traditional apothecaries:

- ◆ Seduce the senses of touch and smell,
- ◆ Enhance product efficacy.
- ◆ Superior solution for Dry and Peri-menopause skin

# COSMETICS 27:

## SECRET SIGNATURE OF CENTELLA ASIATICA BIO EXTRACT

- ◆ Used in Ayurvedic medicine for more than 3,000 years
- ◆ Recognized benefits on **treatment of various skin conditions** and on the **stimulation of micro-circulation**
- ◆ Extracts used in Cosmetics27 from **Madagascar**: contains the most exceptional concentration of active molecules.
- ◆ All products are formulated around this single plant to **target specific skincare function**, B27 & E27: repairing & regenerating, E27: regenerating & soothing, C27: regenerating & balancing.

### UNIQUE PROPRIETARY PATENTED PLANT EXTRACT: MA2 COMPLEX

- ◆ **3 purified natural extracts**, purified at 95% (Asiaticoside, Madecassoside, Asiatic Acid).
- ◆ Key to the formula of Baume27 : **Repairing, Regenerating, Soothing, Anti-oxidant.**



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# A LUXURY REGENERATING DERMO ACTIVE SKINCARE REGIMEN

## ESSENTIALS



## SPECIFICS



For DEMANDING & DAMAGED SKIN: sensitive, dry, dull, mature & reactive,  
COMPLEMENTARY & SYNERGETIC products that deliver VISIBLE RESULTS  
Parabens, Phenoxyethanol, Petroleum Derivative Free!

# CLEANSE: CLEANSER 27

## BIO BALANCING CELL CLEANSING BALM & MAKE-UP REMOVER



RESULTS: the skin is

- **Cleansed and purified:** eliminate all impurities and make-up remover,
- **Exfoliated:** complexion more luminous
- **Re-balanced:** the complexion looks brighter and recovers its inner radiance
- **Moisturized and replenished**

- Cleansing, make-up removal, exfoliating
- Soothes and gently treats reactive and sensitive skin
- 100% natural ingredients, no paraben

Exceptional texture for a unique experience:  
3 phases formula: Balm, oil & emulsion

Secret Main Ingredients:  
Cosmetics27 Signature,  
Centella Asiatica: *soothing effect*,  
bamboo extract (exfoliating),  
macadamia, sesame oils &  
shea butter (nourish, hydrate,  
soften the skins), bisalobol &  
chamomille extract (calms &  
Comforts the skin)



Indication:

- All skin type, ideal for dry skin that lacks vitality
- Apply day and/or night

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# CLEANSE: CLEANSER 27

## BIO BALANCING CELL CLEANSING BALM & MAKE-UP REMOVER



27

Application Must

### CLEANSER 27

Specific application routine for optimal efficiency

- 1) Scoop pea size
- 2) Apply on dry face & décolleté
- 3) Massage in
- 4) Moisten
- 5) Cleanse
- 6) Rinse



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## CLEANSE: CLEANSER 27

### BIO BALANCING CELL CLEANSING BALM & MAKE-UP REMOVER

◆ 1<sup>st</sup> Essential step for a healthy and balanced skin  
CLEANSE

◆ Product Info

4 oz / 125 ml jar

2 to 2 ½ month use / twice daily

SRP 2013: \$ 85.00

PAO (period after opening) 6 month

◆ Precautions for use

Avoid contact with the eyes. Not suitable for removing eye make-up, use specific eye product





# MOISTURIZE: ESSENCE 27

## BIO VITALIZING CELL HYDRATING FLUID



RESULTS : as early as 1 WEEK, the skin is:

- Intensely and durably moisturized,
- Anti-stressed and soothed,
- Skin vitality is boosted and energized: brightening effect, skin is more radiant
- **Invigorated:** skin looks more toned.

- Hydration booster,
- Revitalizing & energizing (brightening) Action
- Centella Asiatica, Hyaluronic Acid & vitamin C
- 99% natural ingredients, no paraben

Exceptional texture for a unique experience:  
Oil in water emulsion with a lamellar structure that melt into the skin

Secret Main Ingredients:

**Cosmetics27 Signature,  
Centella Asiatica bio extract:**

*Soothing and healing +*  
Hyaluronic Acid complex  
(hydration) + Vitamin C (radiance  
radical), distilled lettuce &  
Balm water (calming, soothing),  
lysine aspartate ( energized)



Indication:

- All skin type, ideal for dry, sensitive and mature skin
- Apply day and night

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# MOISTURIZE: ESSENCE 27

## BIO VITALIZING CELL HYDRATING FLUID



27

Application Must

ESSENCE 27

Specific application routine for optimal efficiency

**Serum like application:**

- 1) Apply 7 to 8 drops on face and neck
- 2) Massage gently, the ultra fine texture melts into the skin

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# MOISTURIZE: ESSENCE 27

## BIO VITALIZING CELL HYDRATING FLUID

◆ 2<sup>nd</sup> Essential step for a healthy and balanced skin  
MOISTURIZE

◆ Product Info

1.6 oz / 50 ml bottle

2 to 2 ½ month use twice daily

SRP 2013: \$ 125.00

PAO (period after opening) 6 month

◆ Precautions for use

Avoid contact with the eyes.

◆ Tip

To obtain maximum effect with Baume 27, mix 4 to 5 drops of Essence 27 with B27 before applying on face. It will provide a full treatment for dehydrated skin.



## REPAIR: BAUME 27

### BIO ENERGIZING CELL REPAIR BALM



RESULTS : as early as 1 WEEK, the skin is

- Repaired, restored & regenerated,
  - Rebuilt and restructured: skin is firmer, tighter and more tonic. Complexion is more luminous.
  - Fine lines and wrinkles are smoothed and less visible.
- >> the skin recovers its inner balance and is simply healthier and more beautiful.

- Global anti-aging & anti-wrinkle treatment,
- 27 ingredients for a global regenerating, restoring and repairing effect,
- patented plant extract MA2 Complex, 3 **purified natural extracts** of Centella Asiatica, purified at 95% (Asiaticoside, Madecassoside, Asiatic Acid).
- 67% natural ingredients, no paraben

Exceptional texture for a unique experience :

Balm feel with emulsion properties, rich and creamy without being oily

Secret Main Ingredients: **Cosmetics27 Signature:**  
**Centella Asiatica bio extract: Patented MA2 Complex:** *repairing & regenerating*

Indication:

- All skin type, ideal for dry, damaged and mature skin
- Apply day and night depending on skin condition

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# REPAIR: BAUME 27

## BIO ENERGIZING CELL REPAIR BALM



27

Application Must

Baume 27  
Specific application routine  
for optimal efficiency

- 1) Scoop pea size
- 2) Warm in hands
- 3) Apply on face & décolleté
- 4) Massage in



# REPAIR: BAUME 27

## BIO ENERGIZING CELL REPAIR BALM



◆ 3<sup>rd</sup> Essential step for a healthy and balanced skin  
REPAIR

◆ Product Info

1.6 oz / 50 ml jar

2 to 2 ½ month use / twice daily

SRP 2013: \$ 180.00

PAO (period after opening) 6 month

◆ Precautions for use

Avoid contact with the eyes.

◆ Indication

Recommended also for treatment of sensitive and reactive skin  
prone to redness,

Use post medical or aesthetic treatments and cases of skin repairing  
need

## SPECIFICS / CORRECTOR: EYES 27 BIO RESTRUCTURING CELL REPAIR EYE CREAM



RESULTS : as early as 1 WEEK,

- **Reduces** the signs of aging, fatigue & stress
- **Restructures** the eye area,
- **Moisturized** the skin is supple and soft
- Dark circles & bags are significantly **reduced**.
- **Restores skin's** radiance & youth.

- Eye Contour correcting & anti-age treatment,
- Repair & regenerate,
- Free radical protection,
- Anti-bag & Anti-dark circle correction,
- “**lifting effect**”: improves skin radiance and tone
- 99% natural ingredients, no paraben

Exceptional texture for a unique experience:  
Oil in water emulsion with a lamellar structure  
that melt into the skin

Secret Main Ingredients:  
Cosmetics27 Signature,  
Centella Asiatica bio extract with  
MA2 Complex, Black Coffee, White  
Tea extract and Kombucha Extract  
(draining & detoxifying), Lemon  
Balm & lettuce water (soothing  
Action), ground ivy (“**lift**” effect)



Indication:

- All skin type, ideal for dry, sensitive and dehydrated skin
- Apply day and night

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# SPECIFICS / CORRECTOR: EYES 27

## BIO RESTRUCTURING CELL REPAIR EYE CREAM



27

Application Must

### EYES 27

Specific application routine for optimal efficiency

- 1) Scoop a grain size for each eye
- 2) Apply to lower eye lid
- 3) gently massage the eyelids and eye contour so the product is absorbed
- 4) apply gentle pressure from the inner corner to the outer corner of the eye.



# SPECIFICS / CORRECTOR: EYES 27

## BIO RESTRUCTURING CELL REPAIR EYE CREAM



◆ Specific Product for the eye area  
CORRECT

◆ Product Info

0.5 oz / 15 ml jar

2 month use / twice daily

SRP 2013: \$ 115.00

PAO (period after opening) 6 month

◆ Tip

- Eyes 27 is also suitable for treating the lip contour. It regenerates, tones and moisturizes this fragile area to smooth down wrinkles and lines

- Soothing after aesthetic treatment

# CORRECTOR : PLASMA 27

## BIO LIFTING CELL RESTORING MASK



RESULTS : in 10 minutes,

- **Reduces** the signs of aging, fatigue & stress
- **Intense Regeneration**
- **Soothes and Repair** : after cosmetics treatments
- **Rebalances and Stimulates** cell functions
- **Restores skin's** radiance in 10 minutes.

- Pre-impregnated mask
- Instant Soothing and brightening
- Improves visibly skin radiance in minutes
- Free Radical protection
- 99% natural ingredients, parabens and phenoxyethanol free

Convenient single use pre-impregnated cellulose mask:  
0.7 oz of serum like texture for instant boost

Secret Main Ingredients:

**Cosmetics27 Signature,**  
**Centella Asiatica phytosomes,**  
Proline (amino acids), Calendula extract,  
Bisabolol, Distilled Lettuce and Lemon  
Balm Water



Indication:

- All skin type, ideal for sensitive skins (pH 5.6)
- Apply once a week, leave on face 10/15 min

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# CORRECTOR : PLASMA 27

## BIO LIFTING CELL RESTORING MASK



27

Application Must

### PLASMA 27

Specific application routine for optimal efficiency



- 1) Unfold and apply on clean and dry face according to shape



- 2) Apply 10 to 15 minutes



- 3) Remove and massage in gently excess of product

# CORRECTOR : PLASMA 27

## BIO LIFTING CELL RESTORING MASK



◆ Specific Product for face  
RADIANCE

◆ Product Info

4 x 0.7 oz pre-impregnated cellulose mask in sachet

1 month use / once weekly

SRP 2013: \$ 105.00

PAO (period after opening) N/A

◆ Tip

- Instant Radiance booster, secret weapon before special event!
- Soothing after aesthetic treatment

# A LUXURY REGENERATING DERMO ACTIVE SKINCARE REGIMEN: SIMPLE STEPS TO A BEAUTIFUL SKIN

## ESSENTIALS



CLEANSE

CLEANSER 27  
Product Info  
4 oz jar  
2 to 2 ½ month use  
SRP 2013: \$ 85.00



MOISTURISE

ESSENCE 27  
Product Info  
1.6 oz bottle  
2 month use  
SRP 2013: \$ 125.00



REGENERATE

BAUME 27  
Product Info  
1.6 oz jar  
2 to 2 ½ month use  
SRP 2013: \$ 180.00

# A LUXURY REGENERATING DERMO ACTIVE SKINCARE REGIMEN: SIMPLE STEPS TO A BEAUTIFUL SKIN

## SPECIFICS



CORRECT

EYES 27  
Product Info  
0.5 oz tube  
2 to 2 ½ month use  
SRP 2013: \$ 115.00



RADIANCE

PLASMA 27  
Product Info  
4 x 0.7 oz Sachets  
1 month use  
SRP 2013: \$ 105.00

# COSMETICS27

## YOUR SOLUTION FOR THE MOST DEMANDING SKIN

- ◆ **What is it?:** An essential luxury skincare treatment program to fight aging naturally and efficiently.
- ◆ **How does it work?:** Exclusive secret combination of Centella Asiatica bio-extracts with highly effective natural ingredients for a non invasive regenerating action.
- ◆ **How is it unique?:** The perfect balance between safe clinically proven natural products and ultimate luxury experience (texture and application)
- ◆ **Why should I use it?:**
  - ◆ Immediate results with a long lasting action that will make your skin feel comfortable.
  - ◆ Increased recovery process and significantly improve the healing period after dermatology procedure.
  - ◆ Unparalleled results on dry, sensitive and damaged skin

...NATURALLY PERFORMANT. SCIENTIFICALLY  
PROVEN. IRRESISTIBLY PAMPERING...

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# COSMETICS 27: USA HOTTEST PRESS CLIPPINGS

Vogue February 2013

Marie-Claire October 2012



New Beauty  
Summer Edition 2012



## The New York Times

August 2011

### M.E. SKINLAB

Oil isn't dry. In fact, after booming popular in Europe, oil-rich cleansers are slowly winning American converts, even some with overactive sebaceous glands (factor in make them less sticky than the thinking goes).

A new import that's sold online at [theWorld.com](http://theWorld.com) and at Woodley & Bunce is Cleanser made by M.E. SkinLab, a brand founded by pharmacist Michèle Evard in 2004. The cleanser is meant to be massaged for a minute before use, which allows it to emulsify. Add water and the cleanser, which contains bamboo microbead powder for exfoliating dead skin, goes creamy, helping to "remove all the water-soluble dirt as well as the oils that leave the skin soft, moisturized and brightened," according to Ms. Evard.

The line's Bounce 25, a thick pomade that aims to rebalance aging skin, also has three purified extracts of Cordelia acetate, which Ms. Evard believes has "topical properties. It's meant to be used by the over-20 set with too-dry or slaking skin, or after sun exposure.



Tony Cervato/The New York Times  
M.E. SkinLab's rich cleanser and balm are popular in Europe.

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NATURAL COSMECEUTICALS WITH PATENTED BIO-EXTRACTS

COSMETICS 27

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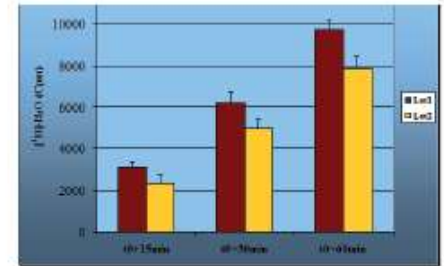
# COSMETICS 27: CLINICAL TESTS & SCIENCE

## ◆ ESSENCE 27:

**Essence 27 increases the skin's water reservoir while reducing water loss and therefore restores the skin's water balance.**

Decrease in tritiated water loss:

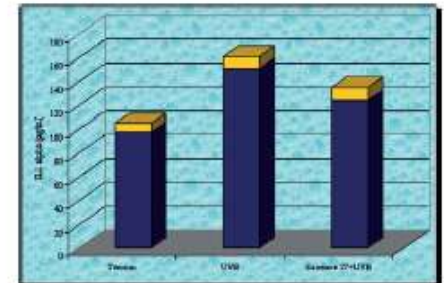
- $t_0 + 15$  minutes : -25%
- $t_0 + 30$  minutes : -20%
- $t_0 + 60$  minutes : -19%



**Essence 27 inhibits the release of the inflammatory mediator interleukin 1 $\alpha$  (IL-1 $\alpha$ ).**

*The induction of this mediator was performed in vitro using ultraviolet B radiation. The work was undertaken on SKINETHIC® reconstituted epidermises.*

The release of Interleukin 1- $\alpha$  (IL-1 $\alpha$ ) is stimulated in reaction to ultraviolet B radiation (+56%) compared to the negative control. This release is significantly inhibited (-18%) by the Essence 27 product.



# COSMETICS 27:

## CLINICAL TESTS & SCIENCE

### ◆ BAUME 27:

#### Filaggrin assay

- Increased epidermal thickness: **+16%**
- Increased dermal density

Baume 27, applied on treated reconstituted skin for 24 hours, induced an increase in dermal density. Indeed, the dermis shows a richer extracellular matrix with more collagen fibres.



*Untreated reconstituted skin (control)*



*Reconstituted skin treated with Baume 27*

#### Collagen, GAG, proteoglycan assay

- Significant stimulation of types I, III, IV and VII collagen neosynthesis and GAG and proteoglycan neosynthesis.
- Stimulation of the neosynthesis of the macromolecules involved in skin structure strengthening, binding glycoproteins, which bind the matrix fibres and cells.

#### Significant increases in DEJ proteins

- Integrins: attachment proteins
- Laminins: proteins that consolidate the network of adhesion structures
- Elastin: a protein that maintains the skin's elasticity

#### Proven anti-wrinkle action

Significant decrease in:

- the total wrinkled surface: -35%      - **35 %**
- the number of wrinkles: -24%      - **24 %**
- the total length of wrinkles: -32%      - **32 %**

*Analysis of skin prints (Quantirides®) from D0 to D28.*

# COSMETICS 27: CLINICAL TESTS & SCIENCE

## ◆ EYES 27:

### **Évaluation des effets anti-cernes et anti-poches par scorage clinique**

The results of these analyses highlighted anti-circle and anti-puffiness effects 28 days after application of the product under normal conditions of use.

The results of these analyses show a statistically significant increase in scores for the 'Circle visibility' and 'Puffiness visibility' items on D29 versus D1.

### **Evaluation of the anti-wrinkle effect using skin replicas and image analysis (Quantirides®)**

The results of these analyses highlighted a statistically significant increase in the skin's condition on the outer eye area according to the 'Total number', 'Total surface' and 'Total length' parameters after 28 days of product application under normal conditions of use.