

EAU THERMALE

Avène

soothing by nature



Hypersensitive skin innovation

WHAT IF WE COULD

CONTROL THE
UNEXPECTED?

LABORATOIRES DERMATOLOGIQUES

Avène
PARIS



TINGLING

REDNESS

TIGHTNESS

HEAT SENSATIONS

SKIN DISCOMFORT

1 in 2 women
report having hypersensitive skin¹

UNPREDICTABLE

HYPERSENSITIVE

REACTIVE

INTOLERANT

ALLERGIC SKIN

“I never know when it will happen
or when it will go away.”²

“I’m always afraid that my skin will react
badly to external factors or emotions.”²

WHY IS HYPERSENSITIVE SKIN

so unpredictable?

It reacts to everything, and anything can trigger a reaction. To better understand what throws hypersensitive skin into a panic, we need to travel from the epidermis to the brain. **Ariadna Ortiz Bruges**, Dermatologist and Medical Director of Eau Thermale Avène, explains the sensory information journey.

“

Skin sensations originate in the receptors located in the endings of **sensory neurons** at the periphery of the skin. These receptors convert mechanical, chemical and thermal stimuli into electrical messages that travel to the brain, where they trigger a **sensory perception**.

Hypersensitive skin induces an inappropriate response, in the form of **tingling, redness and skin discomfort**, caused by an increased reactivity of sensory neurons and/or a decreased excitability threshold. The mechanisms involved remain an enigma, which is why hypersensitive skin is so unpredictable.

Hypersensitive skin also has a **skin barrier defect**, which makes the diffusion of stimuli easier and thus increases their effects.

Neurogenic inflammation is another mechanism that exacerbates the sensory message. It is this that causes the vasodilatation responsible for skin **redness** and feeling of warmth (**heat sensations**). It also triggers the release of histamine, which in turn increases skin sensitivity.

”



*Ariadna
Ortiz
Bruges*
DERMATOLOGIST
AND MEDICAL
DIRECTOR OF EAU
THERMALE AVÈNE

HYPERSENSITIVE SKIN: A SUBJECTIVE REALITY

There are several types of skin hypersensitivity: severe intolerance, where the hypersensitivity becomes a pathological constraint; and more moderate intolerance, where the hypersensitivity results in taking greater care of skin for increased comfort and safety.



EAU THERMALE AVÈNE IS HELPING YOU TAKE CONTROL OF *hypersensitive skin*

Eau Thermale Avène, a leading French dermo-cosmetic brand, is dedicated to soothing sensitive skin and improving quality of life, leveraging pharmaceutical and dermatological expertise.

For 20 years, a team uniting researchers from the Pierre Fabre Group, CNRS and Sorbonne University, experts in water microbiology, have been studying the heritage of **Avène Thermal Spring Water** in dedicated laboratories. They have discovered that in addition to its mineral signature, this extraordinary water has a biological signature and unique microflora: ***Aquaphilus dolomiae***.

- 2001* Discovery of a unique microflora in Avène Thermal Spring Water
- 2004* Identification of *Aquaphilus dolomiae*, the biological signature of Avène Thermal Spring Water
- 2013* Development of **I-Modulia™**, a postbiotic anti-itching active ingredient
- 2019* Development of **C+-Restore™**, a repairing postbiotic active ingredient
- 2021* **New:** Development of **D-Sensinose™**, a postbiotic active ingredient acting on the skin's sensory neurons to control skin hypersensitivity

Today, Avène Dermatological Laboratories have taken a new scientific step forward with the development of a **3rd generation biotechnological active ingredient**, derived from the microbiota of Avène Thermal Spring Water: **D-Sensinose™**, a postbiotic active ingredient capable of acting directly on the sensory neurons present in the skin to control skin hypersensitivity.

Postbiotics

= ingredients derived from a living bacterium, beneficial to skin health

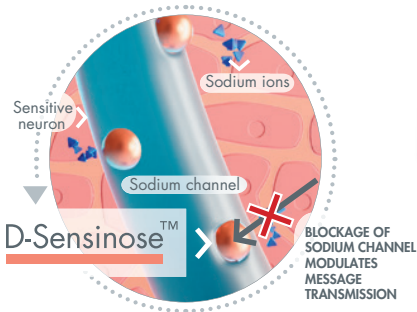
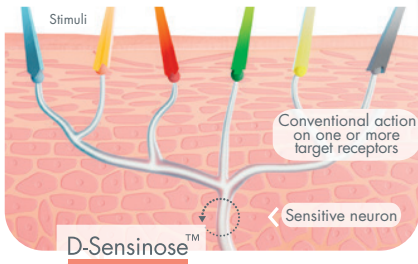
3 innovations

FOR CONTROLLING
SKIN HYPERREACTIVITY

Tolérance
CONTROL

D-SENSINOSE™
NEW-GENERATION POSTBIOTIC
ACTIVE INGREDIENT

- › Modulates **sensory message** transmission
- › **Ultra-calming** effect on skin



98%^{*}
NATURAL ORIGIN
INGREDIENTS

**SMART "SKIN AFFINITY"
FORMULA**

- › High in natural origin ingredients and 100% **biomimetic** (ingredients mimic natural skin components)
- › Promotes **targeted penetration** of the active ingredient
- › **Hydrates** the skin
- › **Restores** the skin barrier

**PATENTED STERILE
COSMETICS TECHNOLOGY³**

- › 100% airtight
- › 0% preservatives
- › High **tolerance**
- › New, more **convenient pump**



Scan to
watch a video
on the mode
of action



* Percentage of natural origin ingredients varies across the product range.
3. Registered patent™ of Pierre Fabre Dermo-Cosmétique.

Proven Efficacy

SUITABLE FOR HYPERSENSITIVE, REACTIVE,
INTOLERANT & ALLERGIC SKIN



CALMS
THE SKIN IN **30 sec**⁴



RESTORES
THE SKIN
BARRIER IN **48 hr**⁵



CONTROLS
SKIN
HYPERREACTIVITY⁶



HYDRATES
+59% HYDRATION IN 1 HR⁷
24HR HYDRATION⁷

SKIN REACTIVITY REDUCTION⁸

TINGLING: **-90%**

BURNING SENSATIONS: **-86%**

TIGHTNESS: **-86%**

GENERAL DISCOMFORT: **-92%**

**HIGH TOLERANCE
DEMONSTRATED
IN ADULTS & CHILDREN (2y+)**

4. User satisfaction assessed on 25 subjects, based on 2 applications per day for 3 months.

5. Ex-vivo test on epidermis grown in reduced water conditions.

6. Efficacy evaluated by electrodermal response and sensitive scale on 25 subjects, based on 2 applications per day for 3 months.

7. HI kinetics, 26 subjects.

8. Sensitive scale: evaluation of clinical and functional signs of skin irritability, 25 subjects. Results observed immediately after application of Tolérance Control Cream.

Product Routine

INNOVATION

SENSITIVE TO
REACTIVE SKIN

All skin types

Tolérance

Extremely Gentle
Cleanser



+

HYPERSENSITIVE,
REACTIVE SKIN

Normal to combination skin

Tolérance CONTROL

Soothing Skin Recovery
Cream



OR

HYPERSENSITIVE,
REACTIVE SKIN

Dry skin

Tolérance CONTROL

Soothing Skin Recovery
Balm



Gently cleanses and removes
make-up without irritating or
drying the skin. No-rinse,
wipe-off formula.
For face, eyes and lips.

200ml

Soothing moisturizer to hydrate, calm
skin discomfort and control reactivity.
Sterile cosmetic technology. Light,
cream texture. For face, neck and
eye contour.

40ml

Soothing moisturizer to hydrate,
calm skin discomfort and control
reactivity. Sterile cosmetic
technology. Rich, balm texture.
For face, neck and eye contour.

40ml

A soothing boost

FOR ADDED RELIEF

Avène Thermal Spring Water Spray

Naturally soothing, softening
and anti-irritating.

50ml, 150ml, 300ml



LABORATOIRES DERMATOLOGIQUES

— **Avène** —

PARIS



Pierre Fabre
Dermo-Cosmétique

For more information,
visit www.eau-thermale-avene.co.za

