



/skin
regimen/
press release

/skin regimen/ *the brand*



Clean, cutting-edge skincare to slow down accelerated aging and promote skin longevity. Clinically proven to correct the visible signs of stress, pollution and fast-paced lifestyle. Working at the cellular level, /skin regimen/ recreates and maintains the optimal conditions **for a healthier and youthful skin**, while also **correcting the most common** stress and pollution related signs, such as dehydration, dullness, imperfections, fine lines and wrinkles.

/skin regimen/ **Modern Plant Chemistry™** formulas are designed to be **totally functional**, with highly concentrated powerful botanicals and high-tech ingredients, 100%

natural aromas and cooling massageable textures and free from any unnecessary and harmful ingredients for the planet. The unisex range is designed to meet the needs of today's multitaskers and modern living, comprising of a collection of products to be mixed and matched in a **3-step custom regimen**: cleanse, correct, protect

/skin regimen/ packaging is fully recyclable, made of glass, aluminum and FSC-certified paper and **CO2 neutral**, thanks to the company's reforestation project Ethio Trees. All products are manufactured at the Davines Village Parma, Italy, a CO2 neutral factory utilizing energy from renewable resources.

/skin regimen/ *new launches*

The onset of the pandemic and the adoption of work from home as the new normal have brought many changes in everyday life and exponentially ramped up screen time. This almost inevitable habit has led our skin to face a new potential harmful element: blue light, also known as High Energy Visible Light (HEV).

Blue light, with a slightly shorter wavelength than ultraviolet light (UV) known to cause skin cancer and aging, has been proven to contribute to skin aging caused by the generation of free radicals that we know triggers oxidative damage. In addition to wrinkle and skin laxity, constant and prolonged exposure to blue light can lead to dehydration, dullness and brown spots.

While screen time can only be limited partially, the skin needs to be protected from blue light. The damage will not be immediately visible but will definitely cause undesired signs of aging. Unlike the sun, screens emitting blue light are exceptionally closer to your face, meaning blue light can penetrate deeper into the skin, leading to fine lines, dark spots and wrinkles, as well as premature aging.

The best way to prevent further skin damage from exposure to blue light from screens is the same as preventing skin damage in general: wearing sunscreen.

Since not everyone wants to wear sunscreen indoor, /skin regimen/ introduces the new Recharging Mist, an antioxidant moisturizing protective mist that instantly hydrates and refreshes stressed skin. With Longevity Complex™ to reduce inflammation and counter oxidation, and Biotech Fermented Extract to protect the skin from blue light damage, this mist shields the skin throughout the day. Formulated with 99.2% of natural-origin ingredients and a 100% natural, uplifting aroma of rose and lavender, it can be used over makeup for an extra glow and reapplied throughout the day.



/skin regimen/ *the products*

recharging mist

/moisturizing protective mist

Functional protective mist with antioxidant action. With a biotech fermented extract and Longevity Complex™, it offers cosmetic protection from pollution and damage caused by blue light. It can be sprayed throughout the day, even over make-up, to give the skin a renewed feeling of well-being and preserve its hydration.

99.2% natural-origin ingredients.

Clean Formulation: free of silicones, ethoxylates, EDTA and acrylates.

Without synthetic fragrances.

pH 5.0-6.0.

Active ingredients.

Longevity Complex™: organic superfood extracts and a high-tech molecule counteracting the effects of stress and aging accelerators.

Biotech Fermented Extract: fermented extract obtained through biotechnology from radiation-resistant microorganisms. The selected microorganism was discovered in the Pyrenees area, and chosen for its ability to adapt to light radiation in an extraordinary way. The extract activates the light receptors called opsins, enhancing the physiological defense mechanisms of the skin. Promotes the accumulation of lipids by strengthening the skin barrier, increases antioxidant activity and the repair response of DNA damage. It therefore counteracts skin aging induced by solar and artificial blue light, reducing the formation of dark spots and wrinkles.

Lavender and Rose floral water: Obtained by steam extraction without the use of solvents, they have purifying and calming properties and work in synergy to soothe stressed skin. They also give the product a pleasant 100% natural floral scent.

HOW TO USE

Spray on face and neck, from a distance of approximately 20cm/8inch, with eyes closed. Repeat the application as needed throughout the day: four daily applications ensure hydration and protection.

RECOMMENDED

To protect the face from blue light during the day, and to preserve skin hydration. Suitable for all skin types. It can also be applied over make-up.

PRO TIPS

Take it with you to the office or on a trip: it is particularly suitable in case of exposure to electronic devices and blue light sources, and when spending a lot of time in air conditioned or heated environments.

EFFICACY TESTS

Antioxidant and protective action from blue light *

* *clinical test, instrumental measurement, 20 women, application of Recharging Mist four times a day for 28 days.*

+ 17% skin hydration after a single application of the product.**

** *clinical test, instrumental measurement, 20 women, application of Recharging Mist four times a day.*

For 95% of women the perception of an immediate moisturizing and refreshing action ***

*** *self-assessment test, 20 women, 28 days, application of Recharging Mist four times a day.*



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