Bioactives

PENTAVITIN®

NUTRITION · HEALTH · SUSTAINABLE LIVING

DSM
BRIGHT SCIENCE. BRIGHTER LIVING.

Repeatedly washed skin needs PENTAVITIN®

We all know that dealing with dry skin can be an uphill battle. Using good facial and body moisturizers is important, of course, but it's equally important to find a proper cleansing product. The problem is that washing repeatedly can strip moisture from your skin and impair skin barrier function, leaving skin rough and tight, or maybe even reddened, scaly and itchy. In one of our recent surveys, consumers around the world made it clear they want to find a way to overcome these issues. What they are looking for are effective skin cleansers that also provide instant and long-lasting moisturization after use.

To respond to this, DSM has carried out some new studies with its hero ingredient PENTAVITIN®, a 100% natural, super-moisturizer renowned for its moisture-magnet properties. Our findings from these studies prove that common skin cleansing formulations containing PENTAVITIN® immediately increase skin hydration for 24 hours, meaning an end to skin dryness post-cleansing or showering. We also found that even with frequent showering, PENTAVITIN® helps reinforce the skin's barrier while protecting against dryness.

Hot skin cleansing products powered by PENTAVITIN®

Micellar Cleansing Water
One of the best makeup remover for cleansing your face

Extra Moisturizing Mousse Cleanser
For smooth & silky skin all day long

Hydro Mousse Cleanser
Brings dry skin back to life

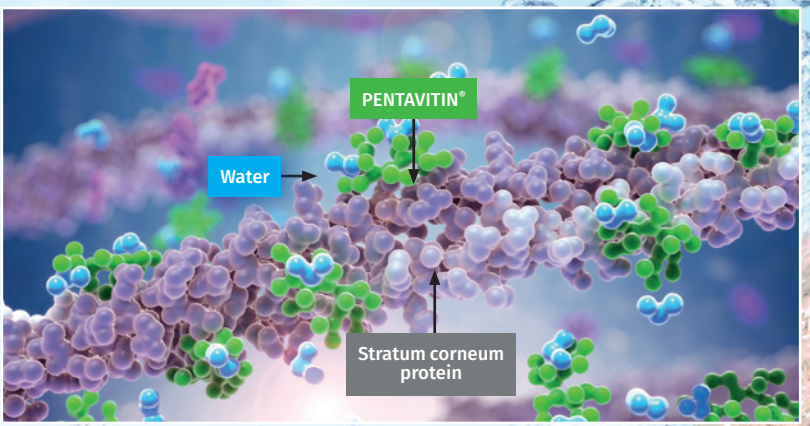
Deep Moisturizing Cream Wash
Cleans deep and protect

24-Hour Hydration Shower Gel
For soft and pampered skin

The Science behind PENTAVITIN®

Healthy skin is rich in Natural Moisturizing Factor (NMF), a natural blend of water-soluble compounds found only in the stratum corneum. They absorb water from the atmosphere, allowing the outermost layers of the stratum corneum to stay hydrated despite exposure to the elements. However, because NMF is composed of water-soluble components, they are easily leached from the cells through water contact, i.e., washing and showering – which is why repeated contact with water makes the skin drier.

DSMs' super-moisturizing ingredient PENTAVITIN® is made by transforming edible kernel corn sugars into a skin-identical sugar complex similar to the carbohydrate complex found in the NMF. **It retains moisture by binding itself to free ε-amino groups of lysine found in the keratin of the stratum corneum.** This gives it a unique substantivity and affinity to the stratum corneum. Because it binds to keratin it cannot be washed off easily; it is only removed through the natural process of desquamation. **PENTAVITIN® therefore generates a moisture reservoir, making it a highly effective moisture regulator, even under washing, and showering conditions.**



INCI: Saccharide Isomerate, aqua, sodium citrate, citric acid

Outstanding results in shower gels **(soap-free, pH 5)...**

Skin hydration boost for 24 hours

After just one use, shower gels with PENTAVITIN® (0.2%, 0.5%) boost skin hydration for 24 hours.

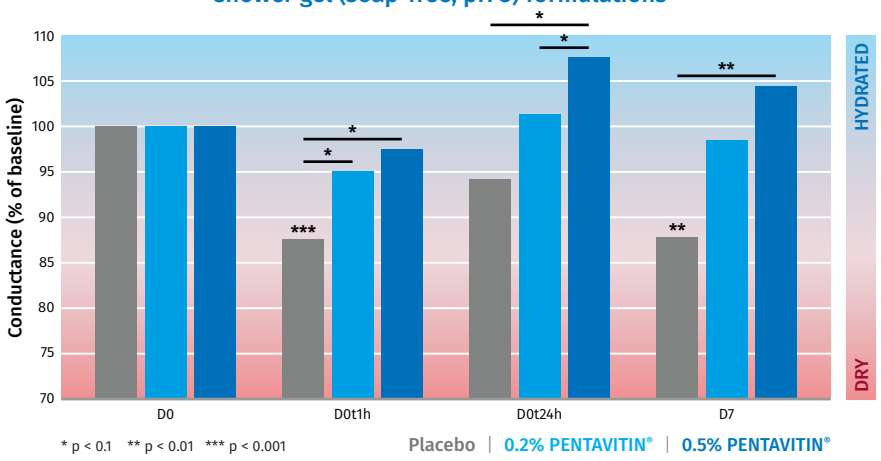
Post-shower dryness prevention

Even after one week of frequent showering, shower gels with PENTAVITIN® (0.2%, 0.5%) hydrate the skin and prevent skin dryness.

Reinforced skin barrier

Just one hour after showering, and even after one week of frequent showering, shower gels with PENTAVITIN® (0.2%, 0.5%) help reinforce the skin's barrier.

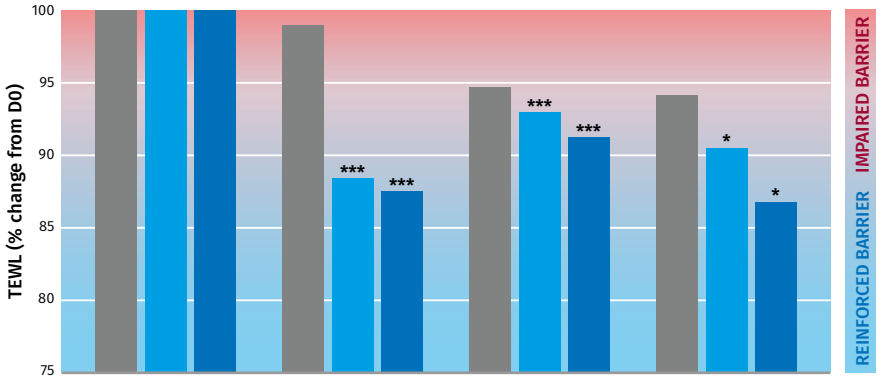
Evaluation of skin hydration after 7 days with shower gel (soap-free, pH 5) formulations



* p < 0.1 ** p < 0.01 *** p < 0.001

Placebo | 0.2% PENTAVITIN® | 0.5% PENTAVITIN®

Evaluation of TEWL (Tewameter) over 7 days with shower gel (soap-free, pH 5) formulations



* p < 0.1 *** p < 0.001

Placebo | 0.2% PENTAVITIN® | 0.5% PENTAVITIN®

...as well as in body wash **(soap-based, pH 9)**

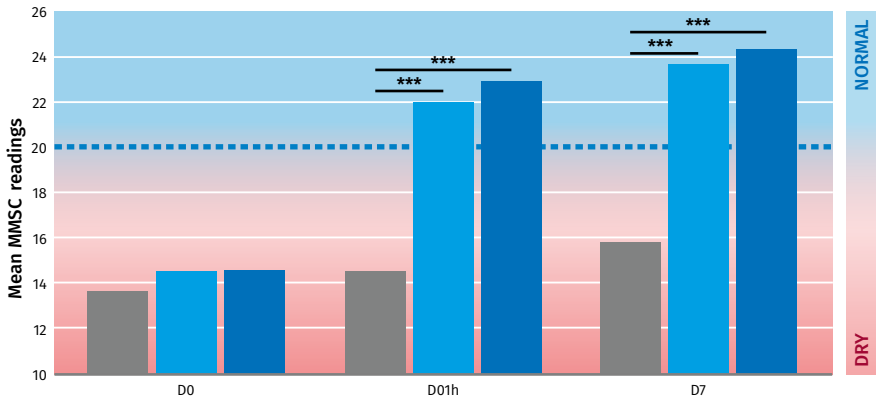
Skin moves from dry to normal

Just one hour after showering with body wash formulations with PENTAVITIN® (0.2%, 0.5%) skin moves from dry to normal.

Optimum skin hydration

When showering daily for 7 days, body wash formulations with PENTAVITIN® (0.2%, 0.5%) provide optimum skin hydration.

Evaluation of skin hydration (MMSC) over 7 days with body wash (soap-based, pH 9) formulations



*** p < 0.001

Placebo | 0.2% PENTAVITIN® | 0.5% PENTAVITIN®

For more information, please visit www.dsm.com/personal-care

Europe
DSM Nutritional Products Europe Ltd
Personal Care
Wurmisweg 576, CH-4303 Kaiseraugst
Switzerland
Phone: +41 (61) 815 8888
Email: info.pc-emea@dsm.com

Asia Pacific
DSM Singapore Industrial Pte Ltd.
trading as DSM Nutritional Products Asia Pacific
30 Pasir Panjang Road
Mapletree Business City #13-31
Singapore 117440
Phone: +65 6632 6617
Fax: +65 6632 6600
Email: info.pc-apac@dsm.com

North America
DSM Nutritional Products, LLC
45 Waterview Boulevard, Parsippany, NJ 07054
United States of America
Phone: +1 800 526 0189
Fax: +1 973 257 8580
Email: info.pc-na@dsm.com

Latin America
DSM Produtos Nutricionais Brasil S.A.
Av. Juscelino Kubitschek, 1909, Torre Sul, 5o andar
03178-200 Brasil
Phone: + 55 11 3760 6409
Fax: + 55 11 3760 6492
Email: info.pc-latam@dsm.com

China
No. 476, Libing Road, Zhangjiang
Pudong, Shanghai 201203
China
Phone: +86 21 6171 8240
Fax: +86 21 61716266
Email: info.pc-china@dsm.com

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