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Senseryn Back to calm through your senses

- Activates the sensory bitter taste receptors that calm the skin

- Optimises anti-dermatitis microbiota
- Prevents the vicious cycle of dermatitis and superinfection
- Reduces inflammatory sequelae

CareActives

Sensitive skin

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Ö Provital Do Care

Return to calm and restore quality of life

A warmer climate, new life habits and the current pandemic situation alter the protective function of the skin in a growing number of people around the world.

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Senseryn[™] strengthens the protective barrier of the skin by activating the sensory bitter taste receptors, by means of an innovative mechanism of action that improves the quality of life of sensitive and reactive skin.



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Hops: the bitter taste that calms and protects

Inspired by the natural defence mechanism of plants The bitter taste allows many plants to defend themselves naturally against pests. Rich in polyphenols and bitter acids, hops are known for their antioxidant and antibacterial properties and for their calming effect in nervous or anxious states.



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Committed to the sustainability and traceability of the ingredients. Provital sources its hops from a local artisan beer producer with organic certification. In this way, it contributes to sustainability and to reducing the environmental impact and carbon footprint.

Care for reactive skin with sensocosmetic

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In vitro efficacy

Using Senseryn[™] to activate the sensory bitter taste receptors that function in the skin

We tested the activation of the sensory bitter taste receptors (T2Rs) using Senseryn[™], dividing the efficacy study into two parts.

Presence and function of sensory bitter taste receptors in the skin

Presence of sensory bitter taste receptors in the skin

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Demonstrated in keratinocytes and, for the first time, in fibroblasts. New bitter taste receptors (TAS2Rs) were described in the skin. Results proven by immunofluorescence (green) and analysis of their molecular weight.



Function of bitter taste receptors in the skin

Demonstrated by analysing the release of calcium in fibroblasts using quinine as agonist and GABA (γ -aminobutyric acid) as antagonist. Results expressed in Relative Fluorescence Units (RFU).



Provital pioneering discovery The skin has sensory bitter taste receptors that are also functional. First demonstrated in fibroblasts.



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Activation of the sensory bitter taste receptors that make reactive skin more resistant

Function demonstrated by analysing the release of calcium in fibroblasts. Proven effects of Senseryn[™] on strengthening the skin's protective barriers.



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Action on the immune and physical protective barriers

Senseryn[™] inhibits the expression of the genes involved in inflammatory processes and activates the genes associated with improving the structure of the extracellular matrix, such as the formation of collagen. Release of calcium in fibroblasts (green) using Senseryn™ at different concentrations (table on the left).



Action on the chemical protective barrier

Senseryn[™] activates the expression of the antimicrobial protein β-defensin-3, which helps protect against infection and inflammatory processes and aids wound healing.





Action on the microbiological protective barrier

Senseryn[™] increases the ratio of saprophytic flora *S. epidermidis* to pathogenic flora *S. aureus* to optimise the antimicrobial microbiota.



Effect on pigmentary sequelae

Senseryn[™] inhibits the expression of endothelin-1, a peptide associated with pigmentation.



Brochure Senseryn ENG.indd 5

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In vivo efficacy

Double-blind study with placebo and Senseryn™ active ingredient at 2% carried out with 32 Caucasian volunteers (men and women) aged between 18 and 60, with atopic-prone skin. 2 applications a day (morning and evening) on face and forearm for 28 days. Mecasurements at D0 and D28.

Senseryn[™] improves the quality of life of reactive skin

It alleviates, limits and reduces the frequency of the characteristic symptoms of reactivity in sensitive skin or skin with a tendency for dermatitis: tightness, dryness, redness, burning and itching. It improves quality of life and prolongs emotional well-being.

Reducing itching or pruritus prevents superinfection

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Breaking the vicious cycle of inflammation-itch-scratchinflammation characteristic of atopic dermatitis prevents the problem from worsening and becoming chronic.





Marketing opportunities

Create high-value projects with Senseryn[™], responding to emerging trends



1. Be sensitive and grow. A transversal category, in demand and not very competitive. Senseryn[™] is suitable for different categories and meets specific formulation requirements for sensitive skin.



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2. Be safe, today's beauty seeks guarantees. Meet the demand for products of natural origin, with scientific endorsement, and plus protector. Senseryn[™] is a COSMOS-certified and preservative-free active ingredient, made from a natural, organic ingredient known for its calming properties, which will help you to differentiate yourself.



3. Be relevant, position yourself as a care expert with an innovative mechanism of action. Senseryn[™] scientifically endorses the results with an innovative mechanism of action and pioneering results.



4. Be caring, respond to the demand for products that improve wellbeing and quality of life. Senseryn[™] improves all symptoms that affect the quality of life of reactive skin: itching, burning, inflammation, tightness and dryness.

Specification

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SENSERYN™ 71110 Activates the bitter taste receptors that calm the skin. Active molecules Polyphenols Appearance Light brown - brown. Transparent - slightly cloudy. Solubility Soluble in aqueous solutions Recommended dose 1-3% INCI Propanediol, Glycerin, Humulus lupulus Extract, Citric Acid. Certification Certification



Compliance

Formulation

RE.	ACTIVE SKIN BALM INCI/ PCPC	%(W/W)
A	Senseryn™	2.00
	Hydro MX GNBN	8.00
	Asiatic Centella Extract H.GLM.S.	1.50
	Triethyl Citrate	2.00
	Caprylic/Capric Tryglyceride	37.72
	Glyceryl Caprylate	0.50
B	Avocado Oil	3.00
	Natural BBB	45.00
	Magnolia Officinalis Bark Extract	0.20
	Bismica Light Blue	0.08

