

Specifications	
WONDERAGE™ 71120 Properties	Balances the epigenetics of mature skin by restoring radiance and harmonizing emotional capital for natural beauty
Active molecules	Mogroside V
Appearance	Transparent liquid, brown-light brown liquid
Solubility	Soluble in aqueous solutions
Recommended dose	2%
Inci	Aqua (Water), Propanediol, Glycerine, Cucurbitaceae Extract, Pentylene Glycol, Lactobacillus/Brassica Nigra Seed Ferment Extract, Lactococcus Ferment Extract

Certification

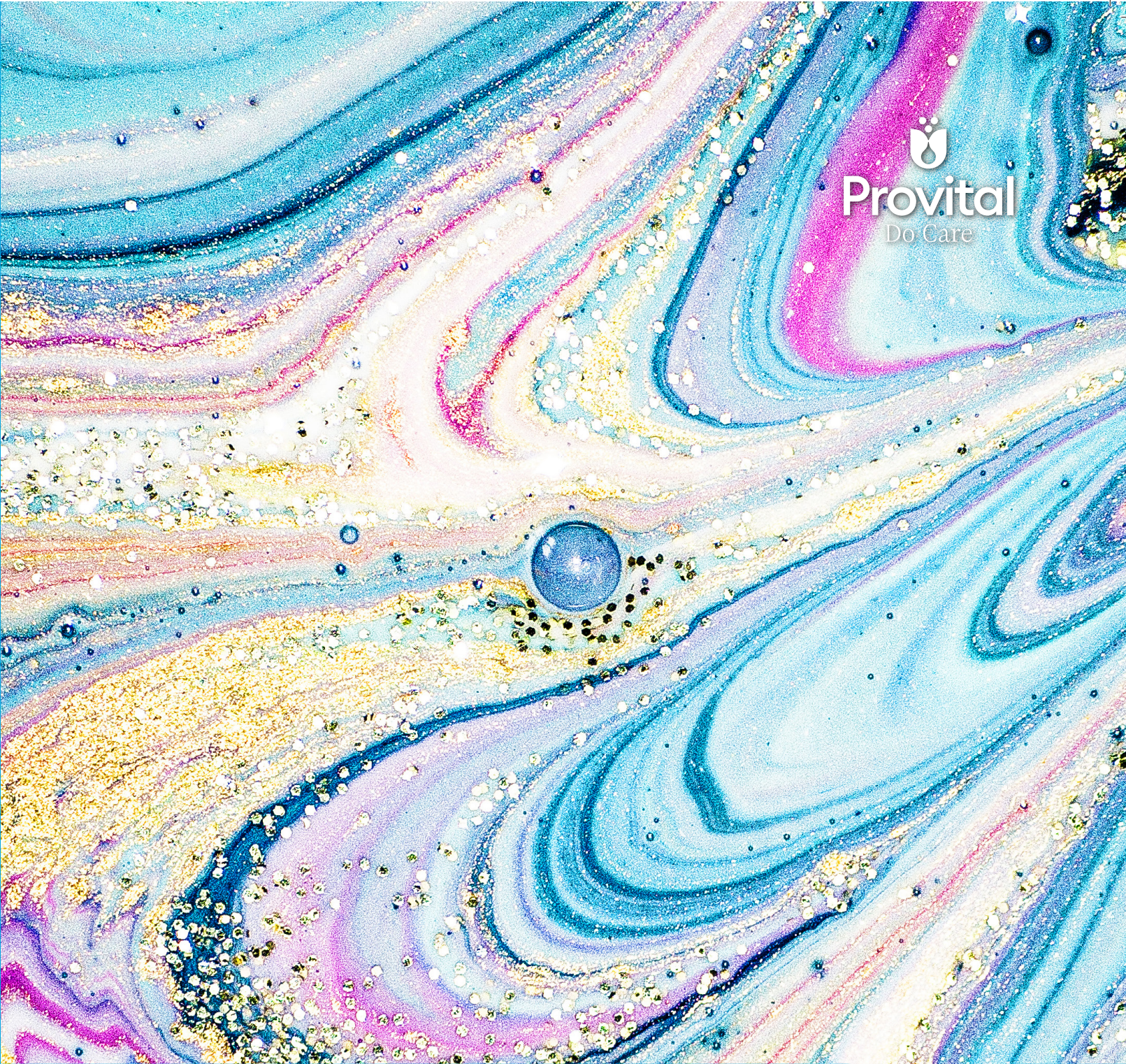


Compliance



COSMOS

Formulation	
WONDERAGE INCI/ PCPC	%(W/W)
A	Aqua (Water) 78,70 Glycerine 3,50 Hydroxyacetophenone 0,30 Pentylene Glycol 3,50 Glyceryl Caprylate, Glyceryl Undecylenate 1,10 Aqua (Water), Propanediol, Glycerine, Cucurbitaceae Extract, Pentylene Glycol, Lactobacillus/Brassica Nigra Seed Ferment Extract, Lactococcus Ferment Extract 2,00
B	C13-15 Alkane 5,00 Glyceryl Stearate Citrate 1,60 Caesalpinia Spinosa Gum 0,70
C	Sodium Carboxymethyl Starch 3,50
D	Aqua (Water), Sodium Hydroxide 0,10



Wonderage™
Beauty is not the key to happiness.
Happiness is the key to beauty.

- Balances the epigenetics of mature skin and restores radiance
- Combats tech neck syndrome
- Harmonizes emotional capital for natural beauty

CareActives
Well-aging



weareprovital.com

Ancestral wisdom demonstrated by artificial intelligence

Lifestyle, environment and a positive attitude are the factors determining the longevity of many Asian people who live in regions identified as “blue zones”. We validate this theory, with the first scientific neurostudy that uses Artificial Intelligence (AI) to analyze the emotional impact of using an active ingredient.

Wonderage™ inspired by the secret of longevity

Originating from Provital’s mission to express individual beauty by generating positive emotions and inspired by the secret behind the longevity of Chinese monks, the monk fruit.

More than 90% of decisions are made subconsciously

The subconscious decides
Provital has measured the subconscious mind’s responses to treatment with Wonderage™ in a double-blind neurostudy. 47 volunteers. Aged 60-75. 56 days of treatment. Wonderage™ 2% (n=24) vs. placebo (n=23). 2 applications per day. Face and neck.

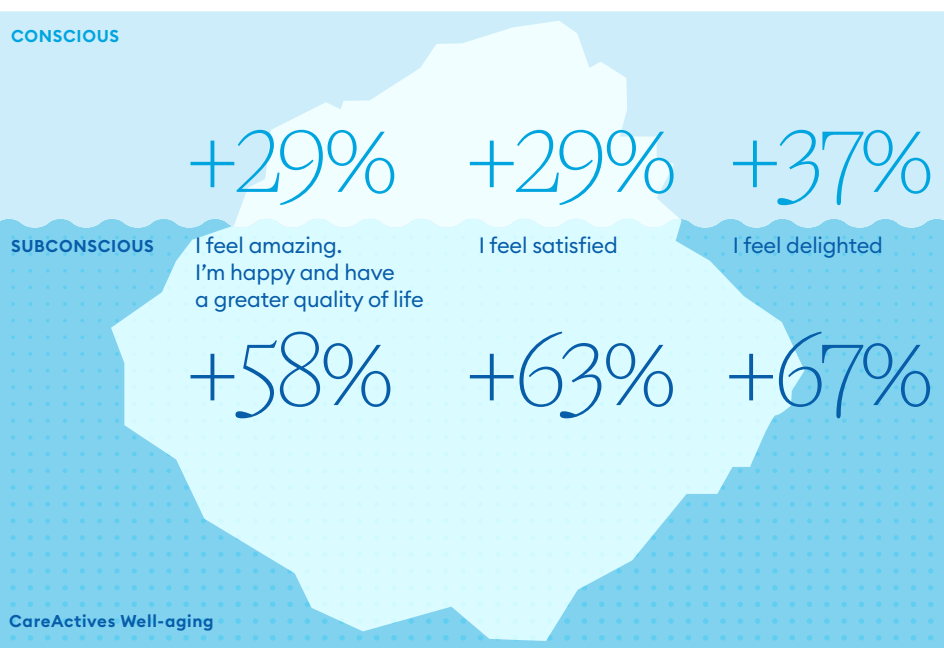
Neurostudy

Provital measures subconscious responses using Artificial Intelligence

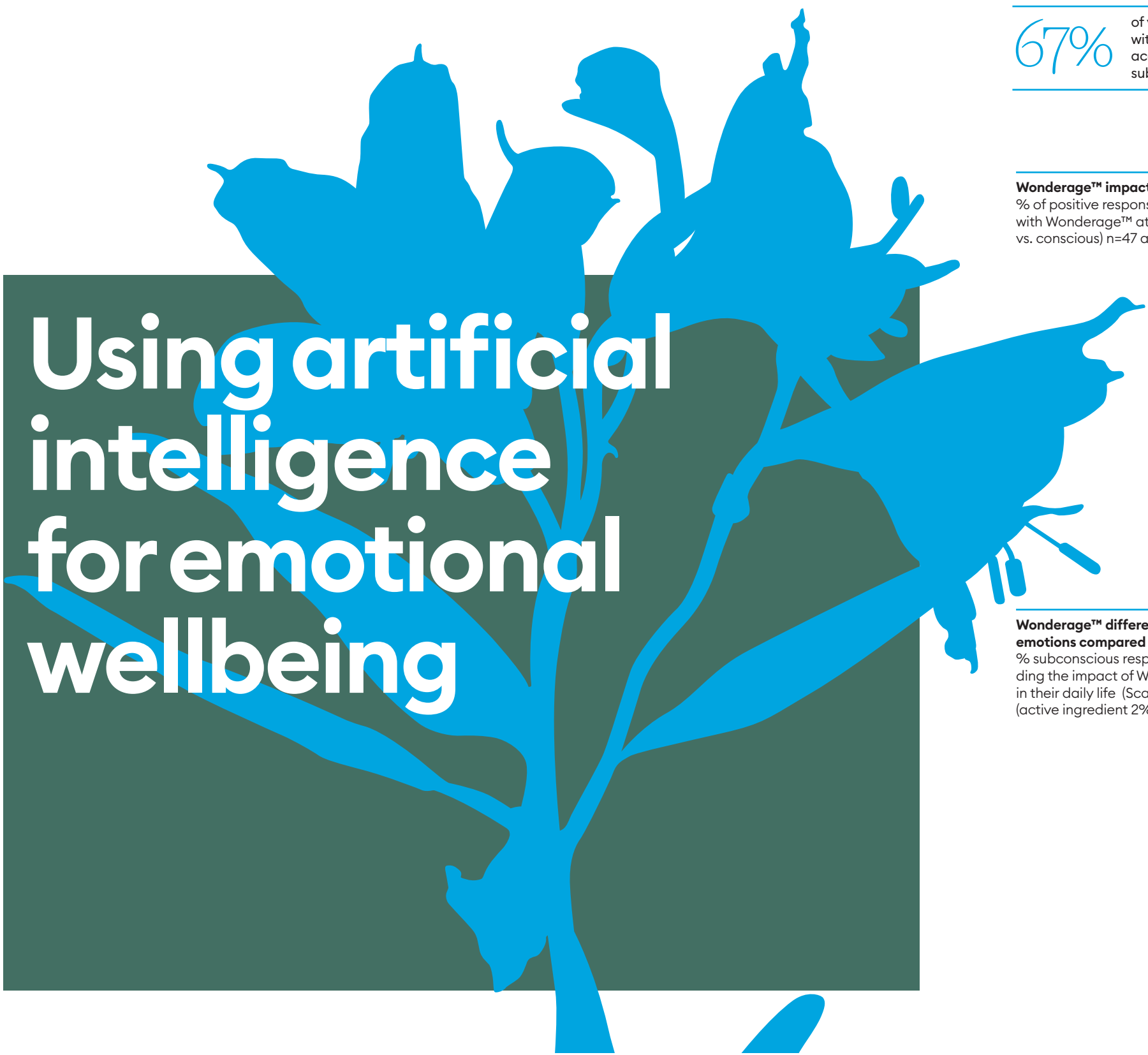
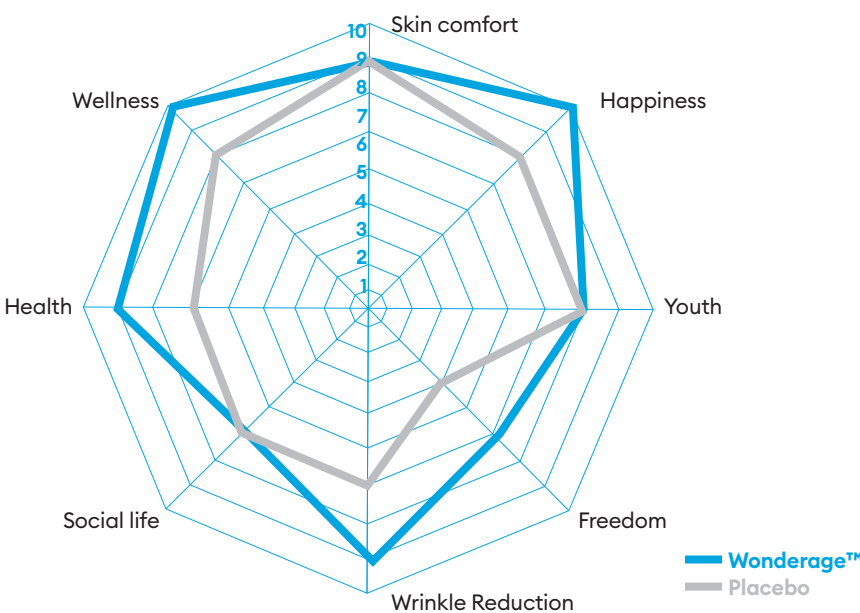
The 47 volunteers in the neurostudy responded to questionnaires as they watched a video, while their facial expressions were analyzed with ImageLab®. Using Mindlogics® Artificial Intelligence technology, the differential results of the conscious mind’s responses could be compared, with scientific rigor, to those of the subconscious mind.

67% of volunteers feel **delighted** with Wonderage™, according to their subconscious mind

Wonderage™ impacts the subconscious
% of positive responses to treatment with Wonderage™ at 2% (subconscious vs. conscious) n=47 at D56 .



Wonderage™ differentially impacts emotions compared to a placebo
% subconscious responses of volunteers regarding the impact of Wonderage™ in their daily life (Scale from 0 to 10 points) (active ingredient 2% vs. placebo) n=47 at D56.



In vitro efficacy

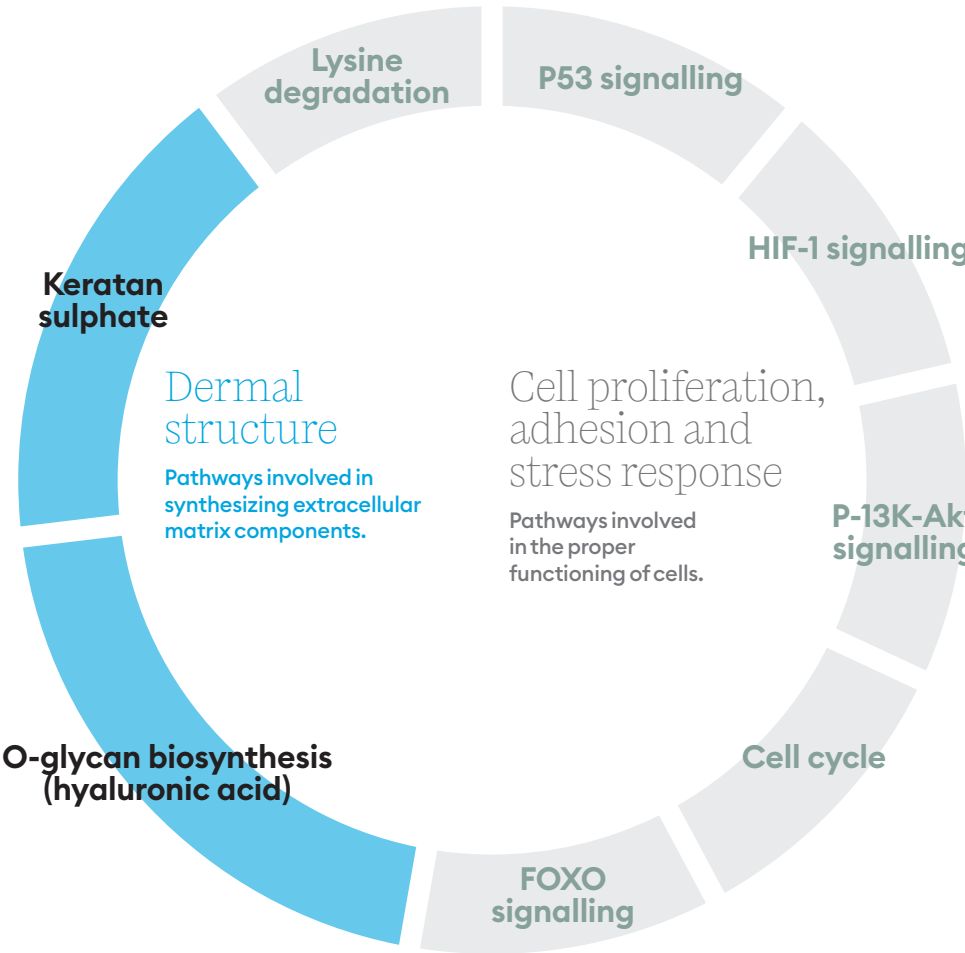
Epigenetics and longevity, a question of expression
Over time, the expression of microRNAs (miRNAs) involved in epigenetic cell modulation becomes dysregulated, affecting, for example, hyaluronic acid and collagen synthesis. Epigenetics therefore suggests that it is possible to intervene in ageing processes and express individual beauty.

Wonderage™ balances the epigenetics of mature skin

We applied Wonderage™ at 0.93% to mature skin donor fibroblasts and measured the impact on their expression. The study showed reduced over-expression in 8 new skin miRNAs and confirmed others previously described.

Through bioinformatic analysis, we concluded that the pathways primarily affected by the miRNAs modulated by Wonderage™ are mostly related to proper fibroblast functioning and the synthesis of key components in the extracellular matrix, including collagen I, elastin, fibrillin, glycosaminoglycans and proteoglycans.

Cellular pathways involved in regulating the over-expression of miRNAs with Wonderage™ at 0.93%. Study on mature skin donor fibroblasts.



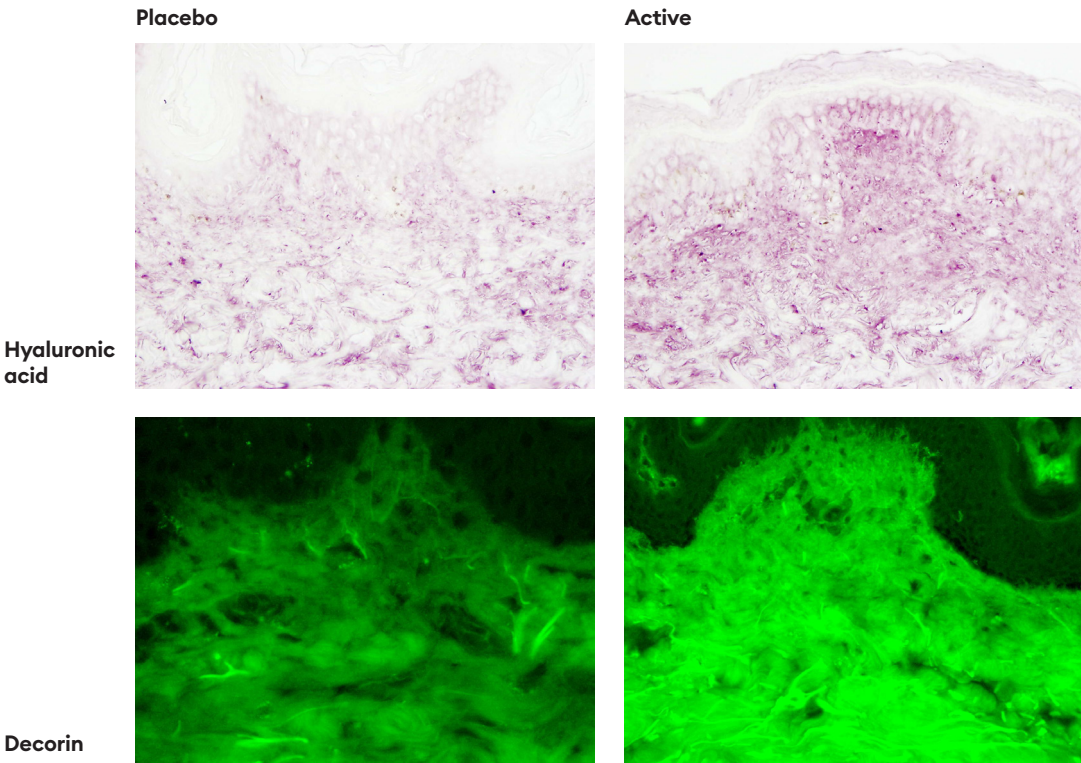
Ex vivo efficacy

Wonderage™ improves dermal structure
To ensure good dermal structure, an adequate moisture level must be maintained, provided by hyaluronic acid, and the collagen fibres must also be structured properly, ensured by the decorin proteoglycan. Both hyaluronic acid and decorin boost skin density and produce a visible filling effect. Wonderage™ increases the synthesis of both.

Study on skin explants. Wonderage™ at 0.45%. Measured by quantifying histological images.

+34% Decorin synthesis

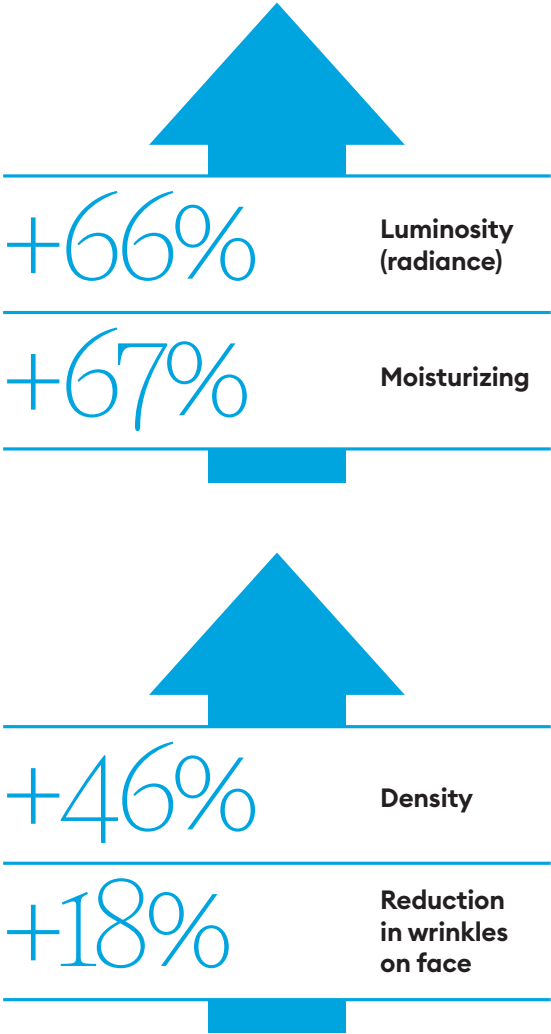
+320% Hyaluronic acid synthesis



In vivo efficacy

Wonderage™ responds to the needs of mature skin
As the dermal structure deteriorates, mature skin becomes thinner, wrinkled, dehydrated and dull. Wonderage™ offers visible results in response to the needs of mature skin.

A double-blind study on a placebo versus active Wonderage™ at 2% conducted on 44 volunteers aged 60-75. 2 applications per day to face and neck for 56 days. Measurements at D0, D28 and D56. Data expressed in % are results at D56 versus D0.



Reduces wrinkles on neck (including tech-neck syndrome).



Marketing tools

Wonderage™ helps you create a value proposition

The neurostudy has enabled Provital to identify 4 courses of action that can add value to projects with Wonderage™



1. Orient consumers towards emotional balance
Offer holistic products that improve consumers' health and wellbeing. Create daily beauty skincare routines that generate feelings of relaxation, assurance and trust. Hyper-personalize your products for different skin types.



2. Boost the knowledge and interest of your consumers
Organize useful tutorials on YouTube, arranged by science-focused micro-influencers. Create well-ageing forums and chats: cosmetic culture, lifestyle and healthy habits. Promote social initiatives directed at quality of life.



3. Be an environmental advocate
Differentiate your brand's clear positioning with personalized sustainability initiatives. Present your brand's sustainable achievements in your product stories. Promote practical conservationism (such as reducing the use of fresh water, offering a simpler, more minimalist, multitasking skincare routine).



4. Develop personalized technological solutions
Offer skincare solutions in real time. Associate your products with monitoring devices and/or apps for tracking treatments and good habits. Combine intelligent technology with neuromarketing to position your products.