

REVITALIN® PF

The Qi Synchronizer for a healthy glow

顺应肌肤之“气”，焕发健康光彩

徐逸芳

2014. 06. 26

REVITALIN® PF

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The Qi & Circadian rhythm 肌肤之“气”与生理节律

2

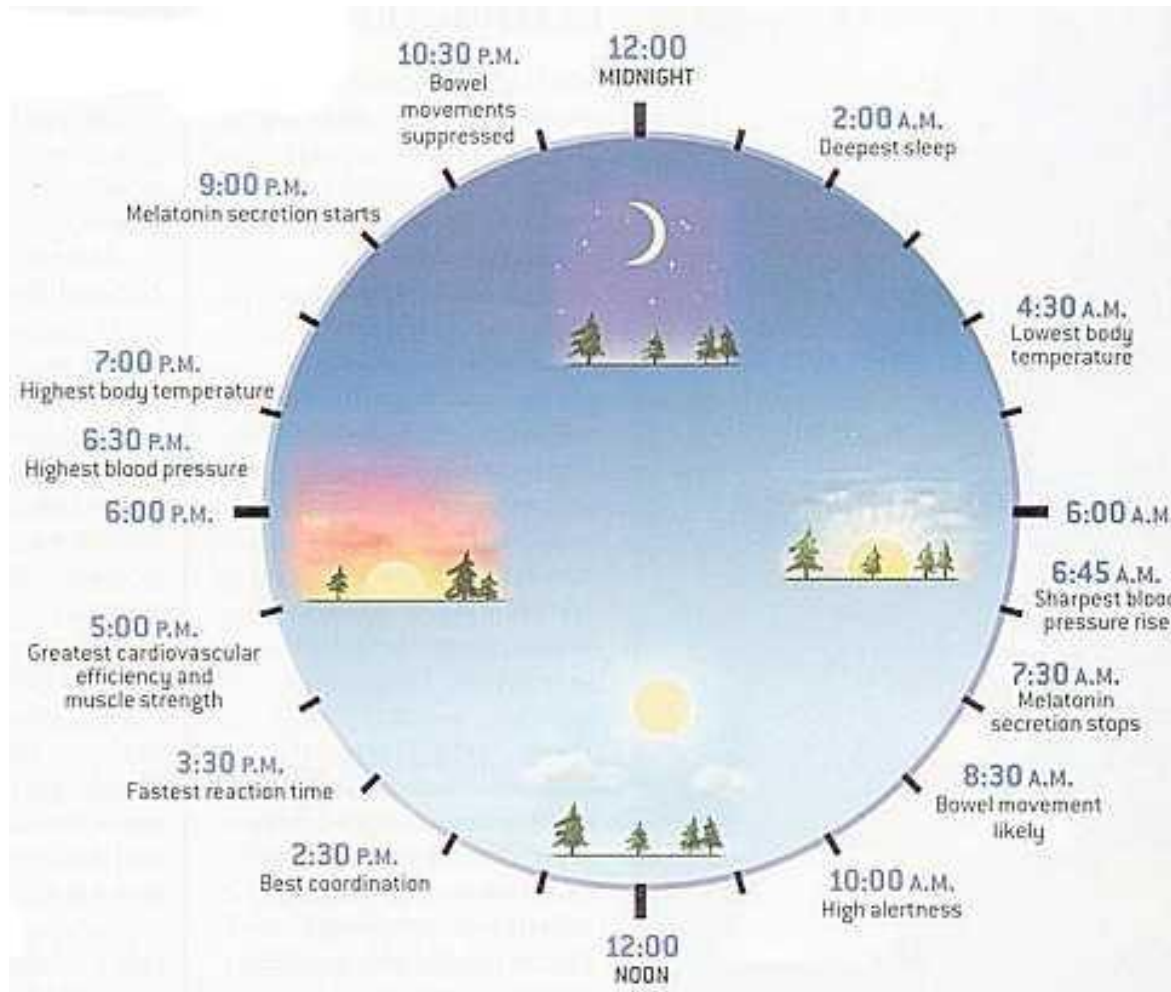
REVITALIN® PF: The scientific Concept 科技成就时尚

3

REVITALIN® PF: Product & Results 产品与应用

Our body follows circadian rhythm

我们遵循着自己的生理节律



Body temperature

体温

Melatonin secretion

褪黑素分泌

Vascular changes

血管变化

Blood flow

血液流动

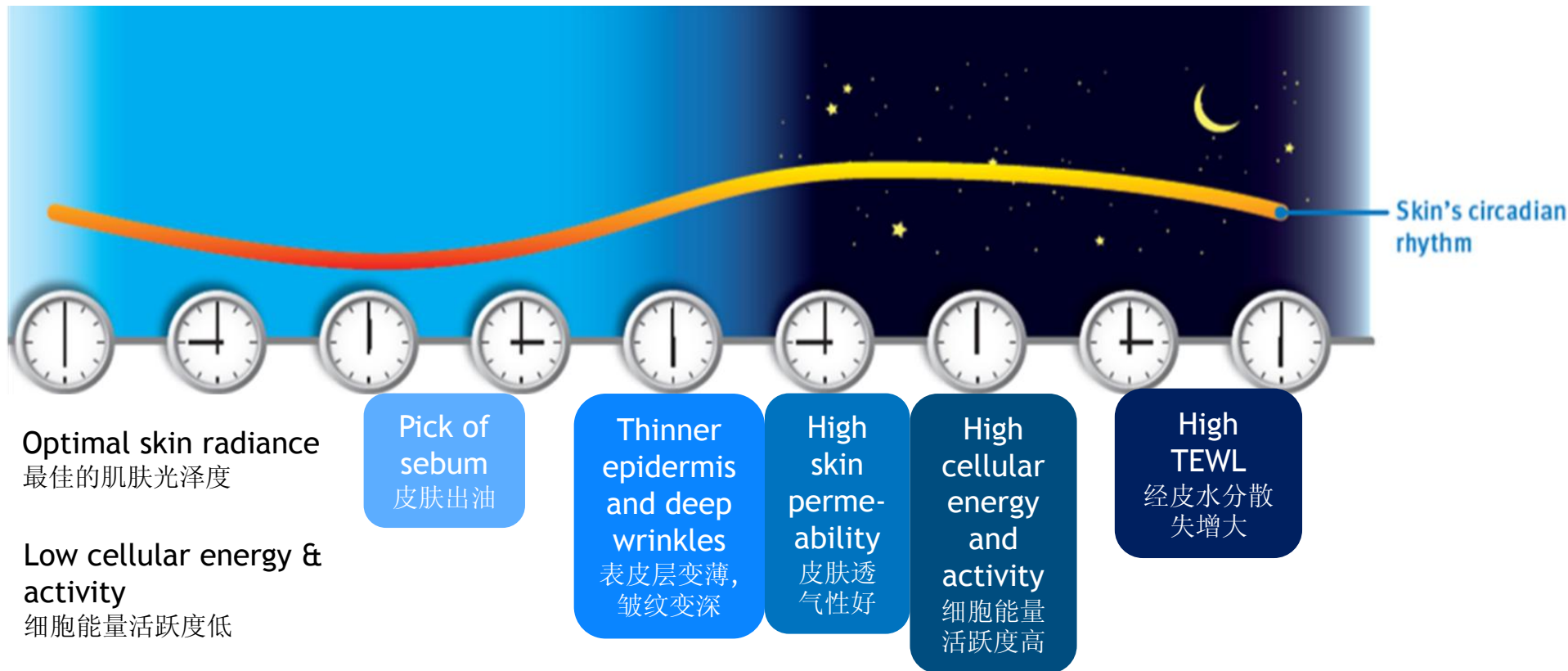
Qi circulation

能量循环

So does the skin....肌肤也是如此

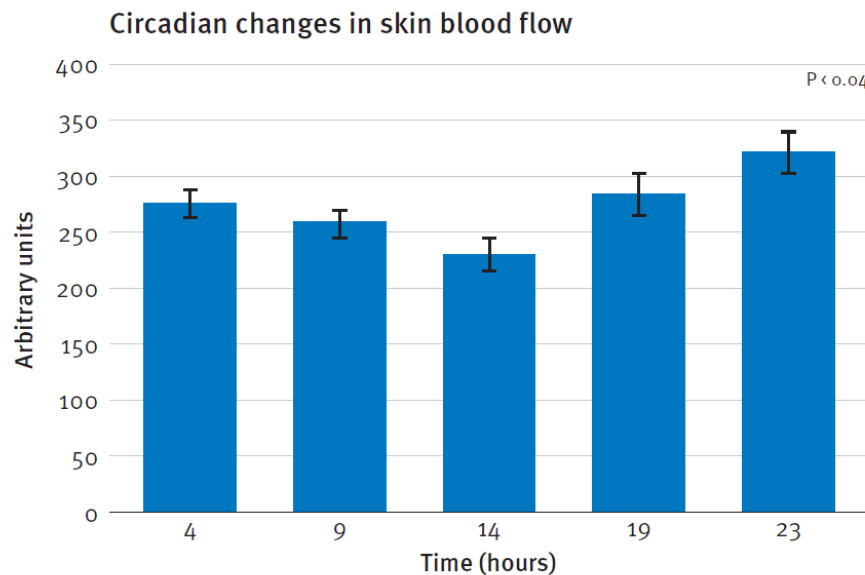
Over the past decade, booming of scientific studies about skin circadian rhythms

过去的几十年里, 关于肌肤昼夜节律的科学研究一直很热门...



Skin blood flow varies throughout the day which is low in the morning and afternoon

皮肤中的血液流量从早晨开始下降，到傍晚才回升



Reinberg A, Touitou Y, Soudant E et al. Oral Chronobiology International. 1996;13:199-211.

Circadian changes in skin blood flow 皮肤血液流量的规律变化

State of the Art: Blood & Cellular Qi cycle 皮肤中血液流量与“气”的关系



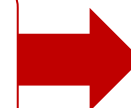
When Blood
flow is low
血液流量降低



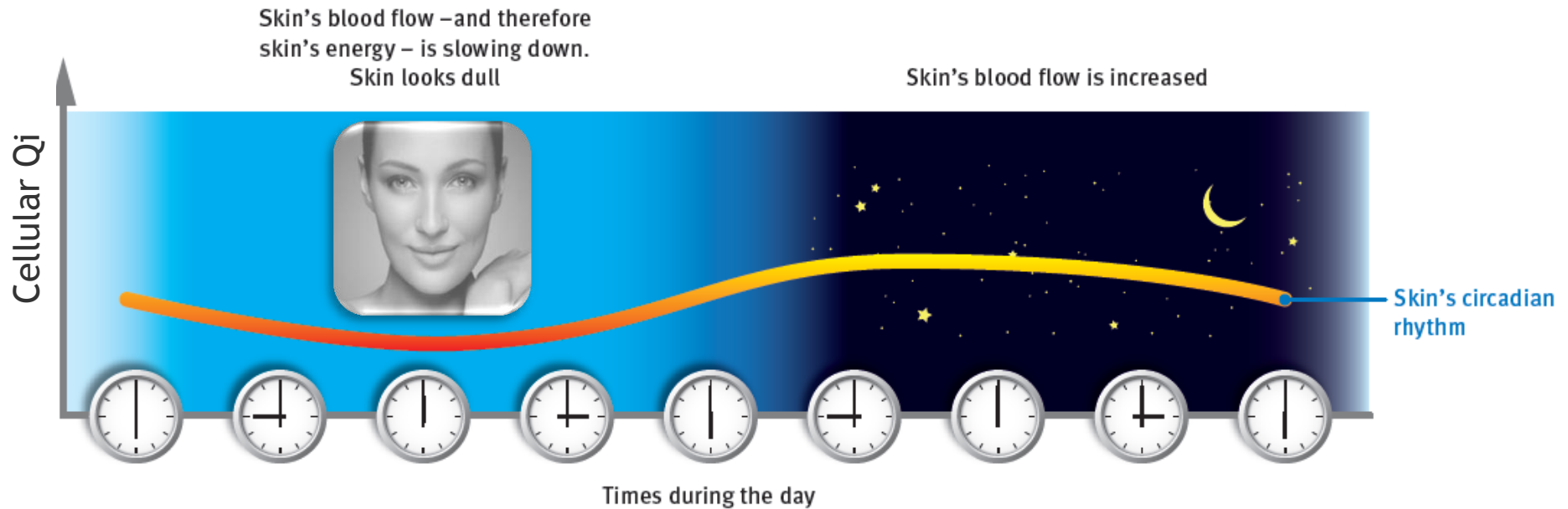
Mitochondria
activity is low
线粒体活力减弱



Cellular Qi is
lower
细胞之“气”下降



Complexion
is dull
肤色暗沉



Growing trend: SKIN RHYTHMS 趋势:肌肤节律

Bring to the skin, the actives she needs at the right moment 在恰当的时刻补充肌肤所需活力



找回肌肤的美丽节律 RHYTHM of beauty



保养新节奏 SYNCHRONIZE OUR SKINCARE

我们始终在寻找与自然和谐共处的方式，所有的生理机能也在为适应环境而不断调整至最佳状态，但诸多压力常常打乱现代女性生活的步调，而这将第一时间毫不留情地暴露在肌肤的状态上。香奈儿认为，美丽是一种对于时间的态度，所以，从今天起我们决定改变护肤的习惯——开始分时保养吧！

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Focusing on skin's Qi day and night

聚焦肌肤之“气”



Lancôme Énergie De Vie
Energy Recharge Daily
兰蔻“气色”系列——根源补养日间护理



Dior's
Capture Totale Nuit
Intensive Night Restorative Crème
迪奥活肤驻颜修护夜间焕肤霜
Deeply nourish and revitalise by
recharging skin cells with energy
during the skin's nighttime
restorative peak 整晚为肌肤细胞充
电，深层滋养，直达肌肤巅峰状态

Focusing on younger looking skin in the morning 聚焦晨起肌肤的年轻态

Kiehl's Midnight Recovery Concentrate 契尔氏深夜奇迹特效修护精华露



It's perfect to use the night to really give skin a boost and leave it looking rested and fresh. 晚间使用后，重现肌肤清新好状态



REVITALIN® PF

1

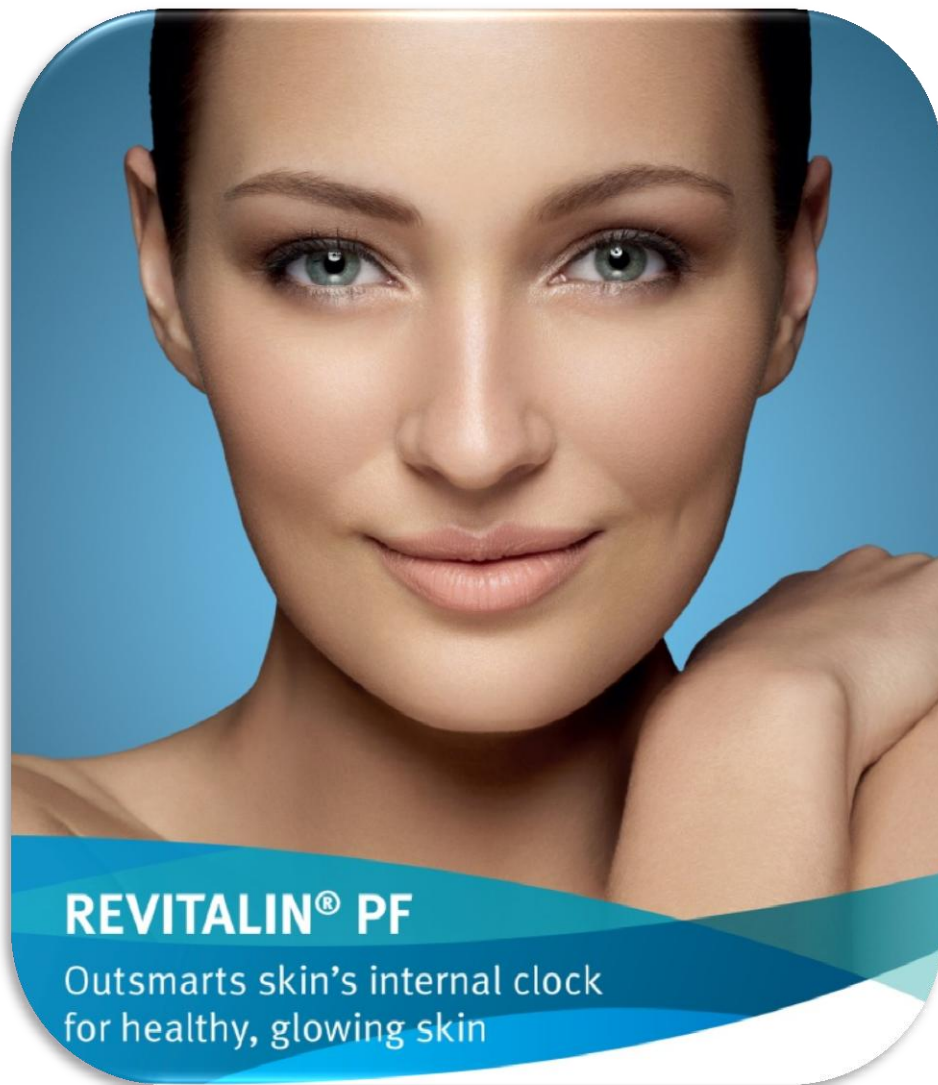
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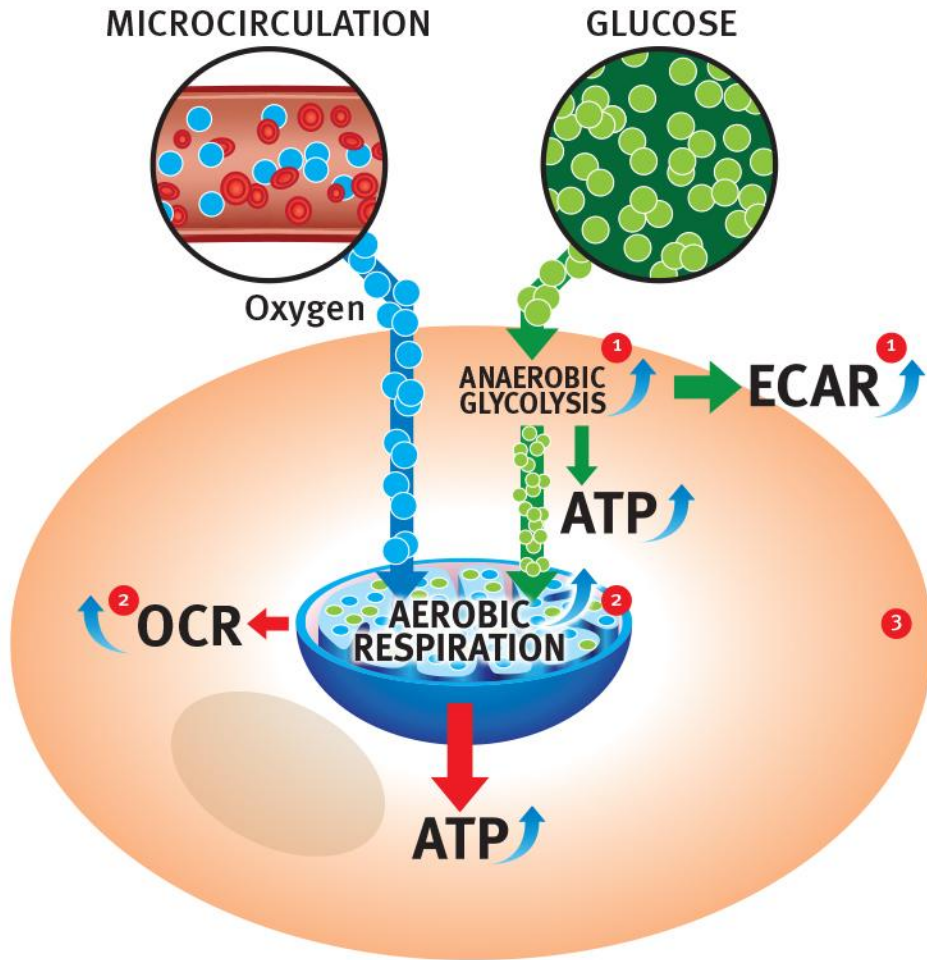
REVITALIN® PF: Product & Results 产品与应用



REVITALIN® PF

Scientific data
科技解码

REVITALIN® PF : The mode of action作用机理



Blood microcirculation
血液微循环



Mitochondrial Genes expression
线粒体基因表达



Cellular Qi synchronization
顺应皮肤细胞之“气”



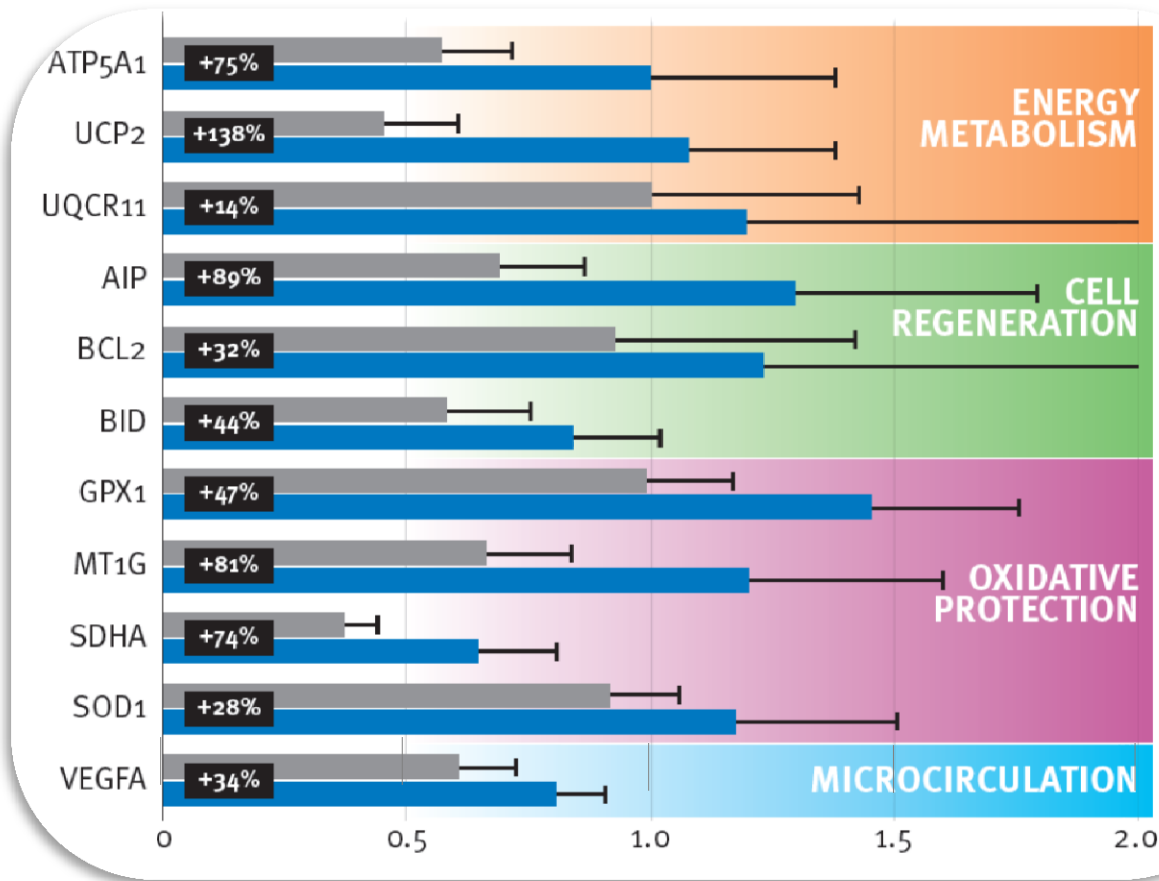
24h Cellular Qi booster
全天候能量助推器



Improves healthy glow
肌肤焕发健康光彩

REVITALIN® PF:

Multi-target pathways 基因分析证实多靶点活性



REVITALIN® PF stimulates the expression of key genes linked to microcirculation, and mitochondrial activation and protection
REVITALIN® PF

促进紫外线照射后的关键基因表达，包括微循环、活化及保护线粒体等表征

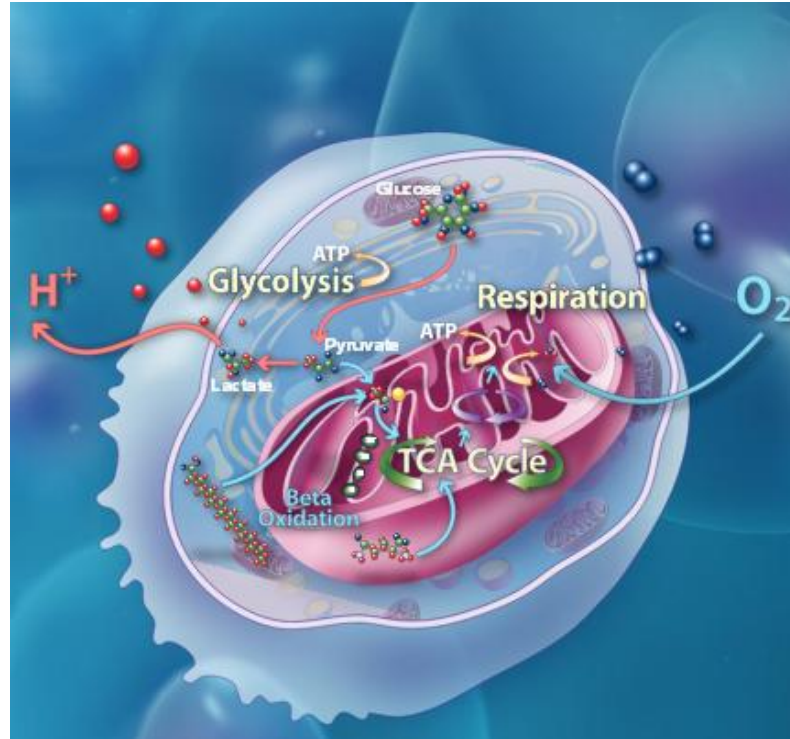
How to measure cellular's Qi (ATP)

如何定量细胞之“气”？

Without oxygen
Mitochondria
uses
GLYCOLYSIS
to generate
ATP
无氧时线粒体运
用**糖酵解**生成
ATP



Measure GLYCOLYSIS
via
the ExtraCellular
Acidification Rate
细胞酸化率定量糖酵解
(ECAR)



Seahorse Copyright

With oxygen,
mitochondria use
RESPIRATION
to generate ATP.
有氧时线粒体通
过**呼吸作用**来生
成ATP



Measure MITOCHONDRIA
RESPIRATION
via
the Oxygen Consumption Rate
耗氧率代表线粒体呼吸作用(OCR)

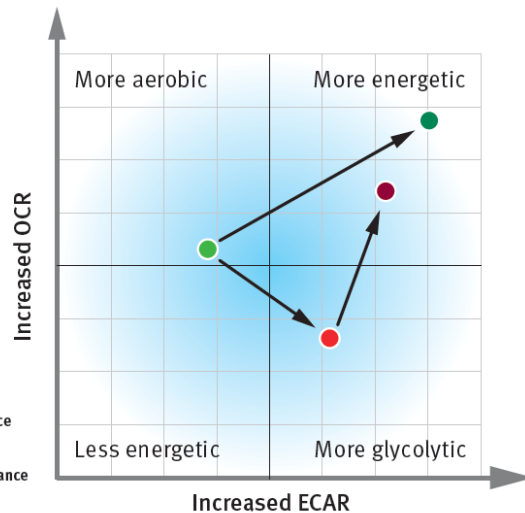
Seahorse: New technology to measure cellular Qi under stress conditions

“海马”牌生物能量测定仪 – 测量细胞之“气”的新技术



Extracellular Flux Analyzer is used to measure cellular bioenergetics in the pharmaceutical and diagnostic industry
在医药和临床上，该细胞能量测试仪用于测量细胞的生物能量

- It measures the two fundamental bioenergetics parameters 测量两种生物能量参数:
 - Oxygen consumption rate (OCR) 耗氧率
 - **Monitoring aerobic respiration** 有氧呼吸表征
 - breaking down sugar in presence of oxygen to form ATP 在有氧状态下合成ATP
 - Extracellular acidification rate (ECAR) 细胞酸化率:
 - **predominately the result of glycolysis** 糖酵解
 - metabolic degradation of sugar to yield ATP, which is a source of energy and acid 为细胞存活提供少许能量的糖降解
- The OCR/ECAR ratio determines cell's energy level
OCR/ECAR 的比率决定细胞能量的水平



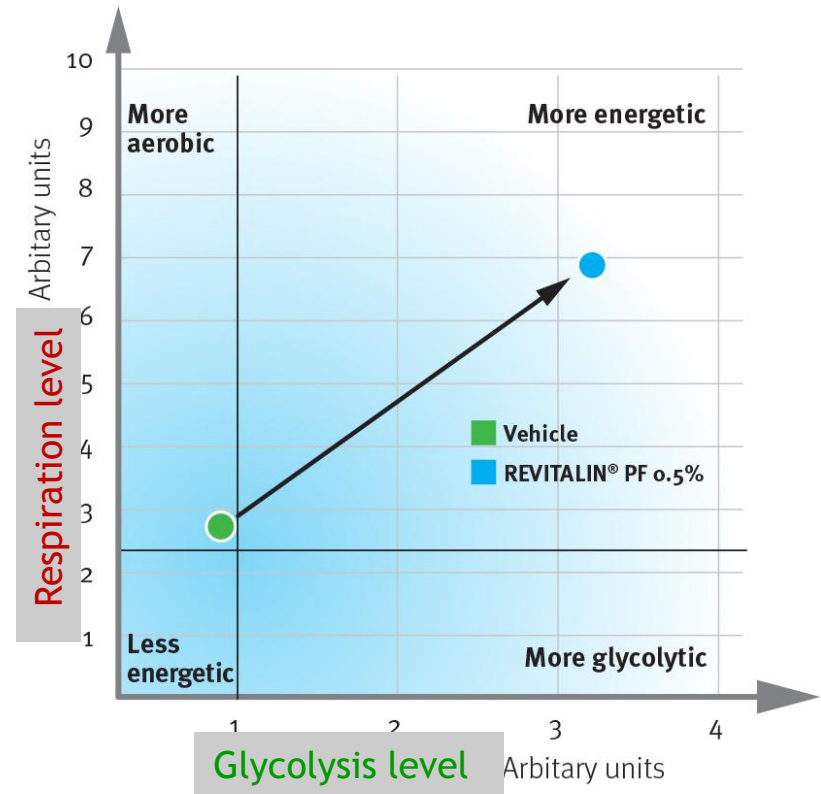
■ Stressed cells
■ Stressed cells with substance
■ Unstressed cells
■ Unstressed cells with substance

REVITALIN® PF: Recharge cellular Qi during the night 整晚为皮肤细胞充电

During the night, cells are unstressed and in renewal process. 夜晚，细胞处在无压力状态，开始启动修复程序

REVITALIN® PF bring them the energy they need to recharge and recover!
REVITALIN® PF为细胞的修复带来充足能量

On unstressed human keratinocytes
未引入压力的人体角化细胞



After 4 h pre-treatment of unstressed human primary keratinocytes with REVITALIN® PF (0.5%; 1%), oxygen consumption rate (OCR) and extracellular acidification rate (ECAR) were measured using the Seahorse

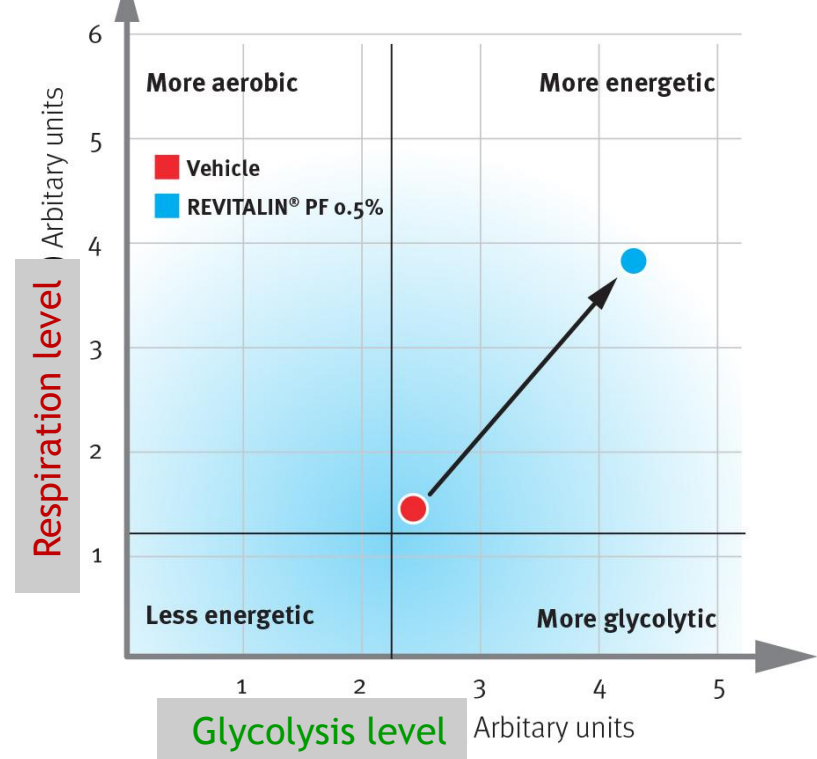
REVITALIN® PF: Boost cellular Qi during the day

白天也能提升皮肤细胞之“气”

During the day, cells are stressed and energy level is lower than during the night.
与夜晚相比，白天的皮肤细胞接受各种挑战，能量水平明显降低

REVITALIN® PF brings them the energy to defend themselves in environment
REVITALIN® PF带来的能量能帮助它们无惧周遭环境

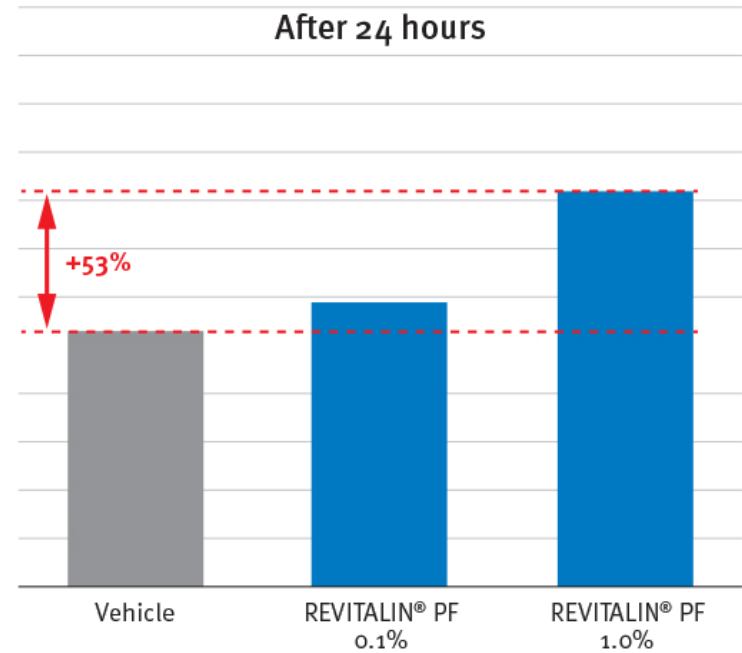
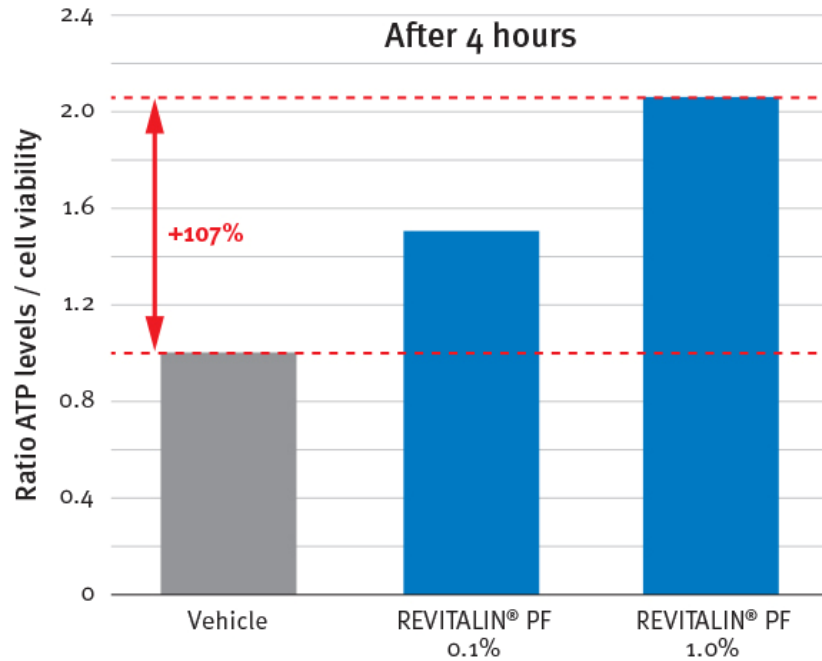
On stressed human keratinocytes
引入压力的人体角化细胞



After 4 h pre-treatment of physically stressed human primary keratinocytes with REVITALIN® PF (0.5%; 1%), oxygen consumption rate (OCR) and extracellular acidification rate (ECAR) were measured

REVITALIN® PF: Maintain a high cellular Qi during 24h

全天候保持高涨的细胞能量



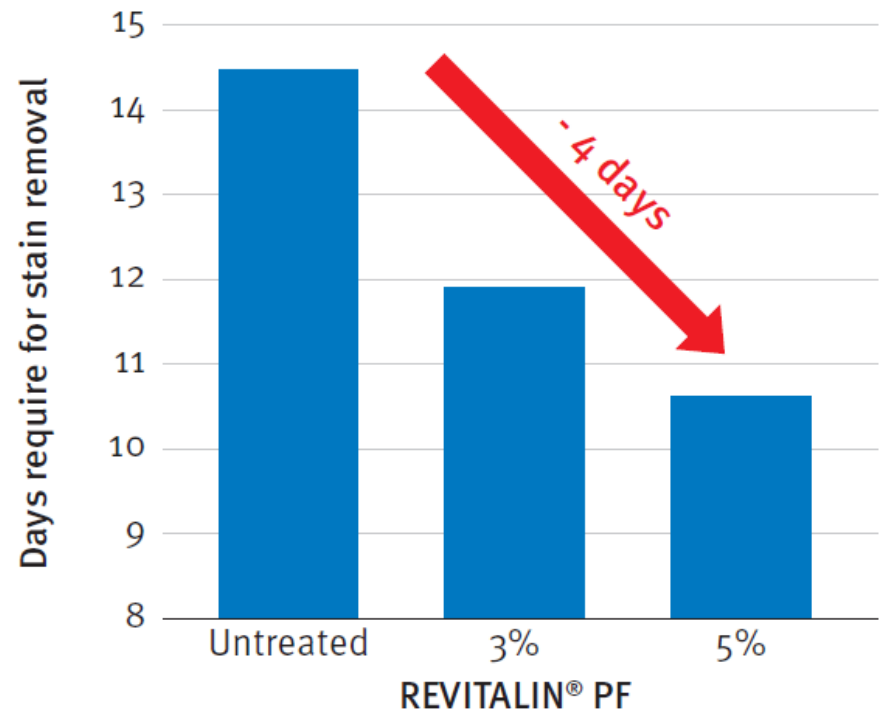
ATP levels were measured on human keratinocytes after 4 and 24 hours treatment by REVITALIN® PF (0.1%, 1%)

REVITALIN® PF: Accelerate skin renewal for healthy glow

加快皮肤新陈代谢，打造健康好气色

REVITALIN® PF helps to accelerate skin renewal by up to 4 days for a healthy glowing skin complexion.

REVITALIN® PF加速皮肤新陈代谢，打造健康肤色



40 volunteers (aged from 30 to 55 years) applied a treatment with 3% or 5% REVITALIN® PF twice a day for a period of 20 days. Removal of all dansyl chloride staining was determined.

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REVITALIN® PF: Product & Results 产品与应用

The best from fermentation of Baker's yeast 源自面包酵母精华



Optimally selected strain
of baker's yeast
(*sacharomyces cerevisiae*)
优选面包酵母菌株
(啤酒酵母)



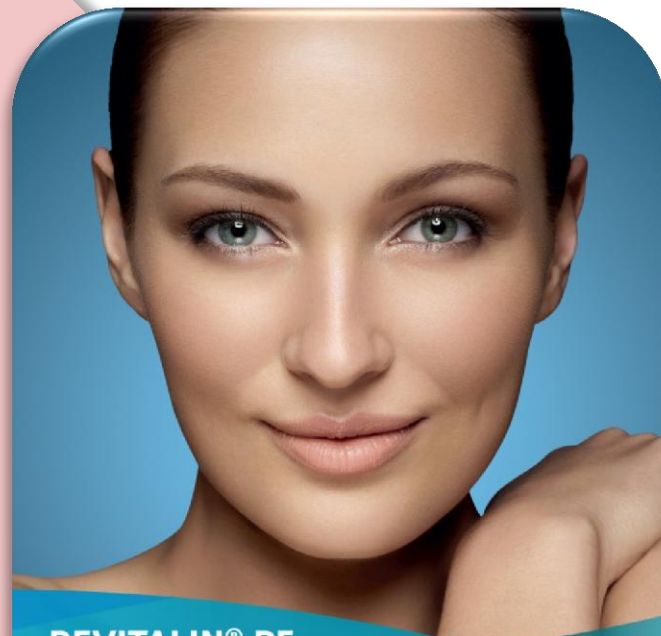
Biotechnologically
produced by fermentation
under aerobic conditions
有氧条件下利用生物技
术发酵

REVITALIN® PF

INCI (active) : Glycoproteins, Glutamic Acid,
Valine, Threonine

INCI名: 糖蛋白, 谷氨酸, 缬氨酸, 苏氨酸

Particularly rich in amino acids and adenosine
富含氨基酸和腺苷



REVITALIN® PF

Outsmarts skin's internal clock
for youthful, glowing skin

Baker's Yeast - *Saccharomyces cerevisiae*

面包酵母精华- 啤酒酵母



Saccharomyces cerevisiae is one of the most important fungi in the history of the world.

啤酒酵母在全世界都是最重要的真菌之一

Baker's yeast works a little faster and produces more active ingredients than wine yeast
面包酵母比红酒酵母效率更高，拥有更多的活性成分

Preparations from yeast have long been used for cosmetic and pharmaceutical purposes.

酵母提取物在化妆品和医药领域的应用历史非常悠久

A history of Baker's Yeast benefits

面包酵母的趣闻

I CAN'T TAKE A BOY WITH THAT MANY PIMPLES!

... But Jack gets a tip— AND a JOB!

MR. SLEK, BUT PRESSED OVER
SLEEK—EVERYTHING OK?
BUT THE OLD
CHARLES

MR. HURST HATES THE
OFFICE BOY—THIS
NEW, BUDDY

MR. HURST, DID
YOU SEE JACK
SMITH GET YOU
ABOUT A
JOB?

YES, HE'S HERE, BUT
I DON'T WANT
HIM. A THING'S GONE
AS ALL THAT ON THE
OFFICE!

BUT COME, I CAN'T BUY IT
UNLESS YOU GET A JOB
UNLESS—

UNLESS YOU GET A JOB OF YOUR
OWN? I DON'T WANT TO
GET FLEISCHMANN'S YEAST
LIKE MY BROTHER DID?

... I WAS
PICKED BECAUSE I WAS CLEAN—
NO PIMPLES THIS TIME. NOW I
CAN GET THAT JOB!

**Don't let Adolescent Pimples
make YOU lose out**

After the beginning of adol-
escence—from about 13 to
22, as even longer—important
glands develop and final
growth takes place. This
means disturbances through-
out the body.
The skin gets irritable.
Waste poisons
in the blood ir-
ritate this in-

active skin. Pimples appear.
Fleischmann's Yeast helps
to correct adolescent pimples.
It cleans those skin impurities
out of the blood. Then, pim-
ples go! For 3 cakes a day, be-
fore meals—plus, or in a little
water—will purify the blood.

*—clears the skin
by cleaning skin impurities
out of the blood*

THREE 1/4 OZ. ENVELOPES • NET WT. 3/4 OZ. (21g)

This is an advertisement from the 1930's about a popular product called Fleischmann's Yeast cakes. These cakes claimed to clear the skin by taking toxins away from the blood (blood purification). You were supposed to eat 3 yeast cakes per day to get rid of acne.

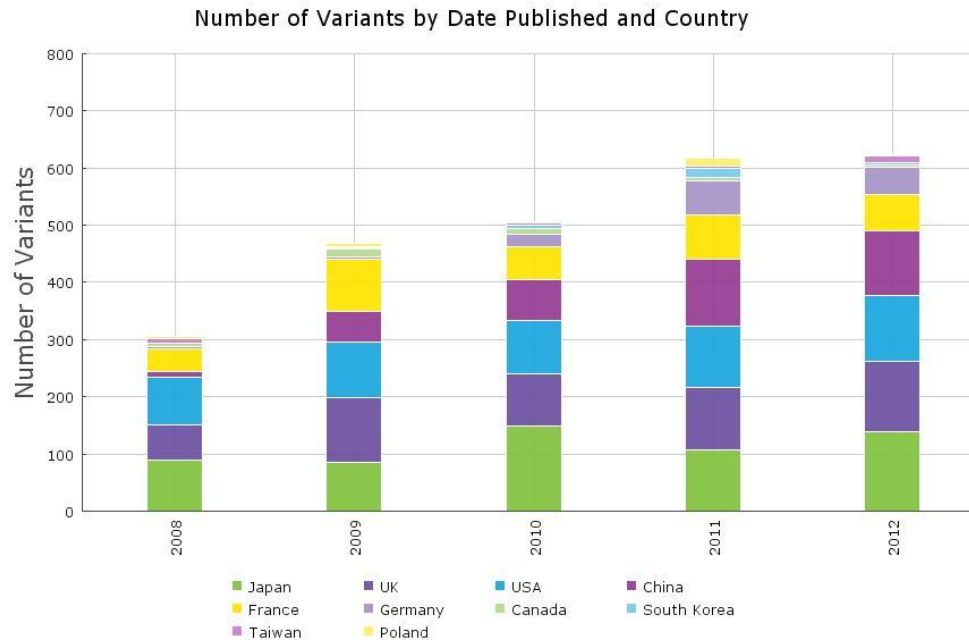


Yeast-based actives remain popular in Japan, UK, USA, France and Germany

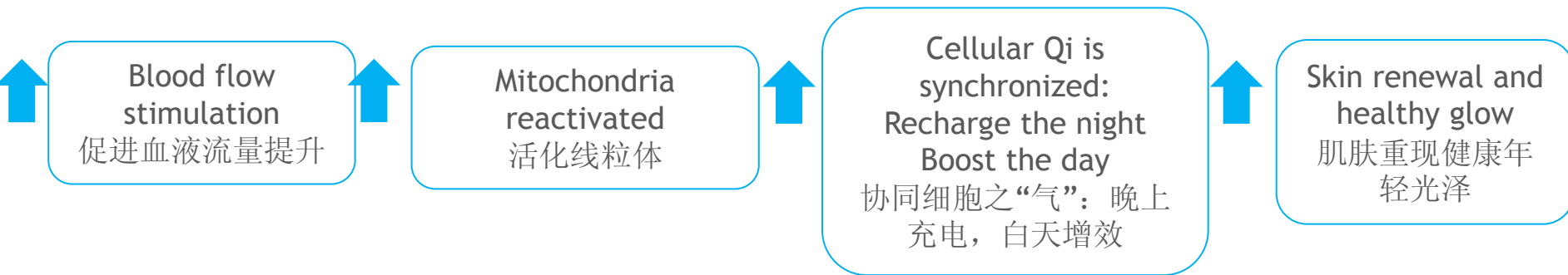
酵母提取物在日本，英国，美国，法国和德国长盛不衰

Increasing demand for yeast-based actives in China

在中国，酵母提取物的需求在逐渐增加

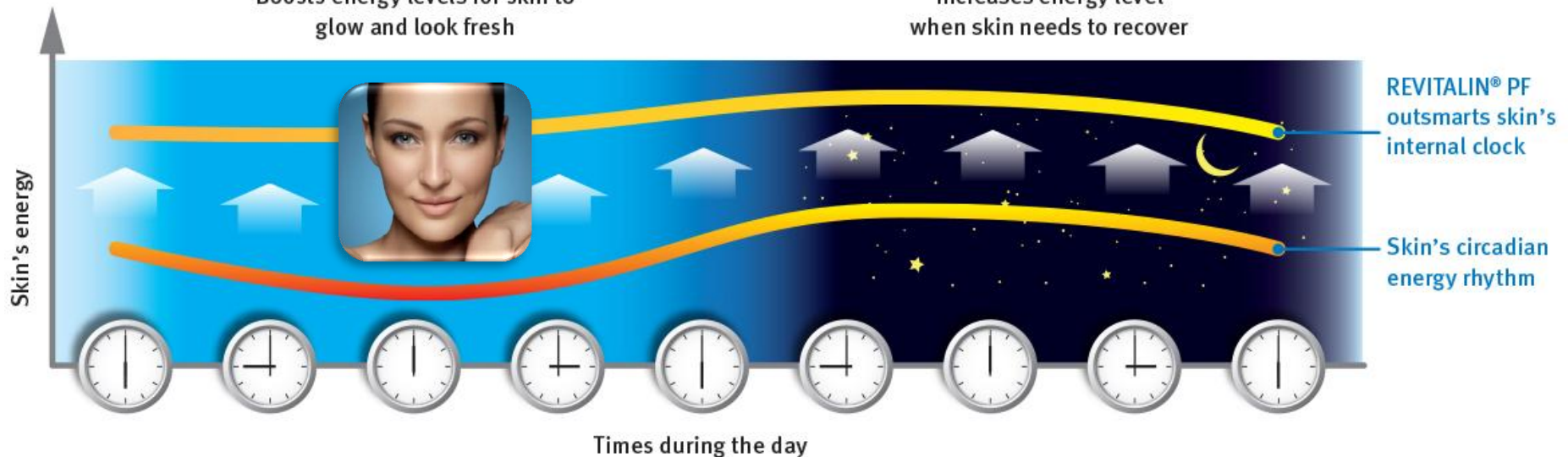


REVITALIN® PF: The Qi Synchronizer



Boosts energy levels for skin to glow and look fresh

Increases energy level when skin needs to recover



REVITALIN® PF



The Qi Synchronizer 顺应肌肤之“气”

*For a 24h healthy glow
全天候焕发健康光彩*



REVITALIN® PF

Application concepts

- Energy-boosting day cream-gels
能量提升日霜/啫喱
- Anti-fatigue serums
抗疲劳精华
- Dullness-relief daily creams
神采日霜
- Night-time recovery applications
夜间修复
- 24-hour revitalizing care
24小时活肤

The background of the image is an abstract composition of overlapping, flowing shapes in various shades of blue and green. The colors range from deep navy blue to light sky blue, with some hints of teal and lime green. The shapes create a sense of movement, resembling waves or fluid currents. Centered in the middle of this background is the text "BRIGHT SCIENCE. BRIGHTER LIVING.™" in a white, sans-serif font.

BRIGHT SCIENCE. BRIGHTER LIVING.™