GENENCARE® OSMS MI acts on three fundamental aspects for healthy skin cells

Energy

- **Myo-inositol contributes to:**
  - increasing filaggrin expression of keratinocytes by 65% and helps improve keratinocytes differentiation
  - improving energetic cells' metabolism

Sources:

1. Bioalternatives- BM160408- Effect of GENENCARE® OSMS MI on the expression of filaggrin by NHEK- Jan 2017;

Oxygen

- **Myo-inositol:**
  - helps increase skin oxygenation by 10%
  - contributes to increasing skin oxygen consumption

Sources:

1. Auger eau, O. et al. (Yves Rocher), Inositol improves energetic metabolism, angiogenesis and inflammation control of skin, IFSCC, Orlando, 2004.
2. Holland, Yves Rocher, WO2004075821A2, Cosmetic use of inositol, 2004;

Water

- **Myo-inositol:**
  - manages water and protects proteins from denaturation
  - manages water balance and protects keratinocytes from hyperosmotic stress by maintaining their number and size/volume

Sources:

2. Hilltop 4-week moisturization test 2015;

Improve Skin Elasticity

**Rate of skin elasticity to total deformation**

<table>
<thead>
<tr>
<th>Initial time</th>
<th>After 5 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net elasticity</td>
<td>Total skin deformation</td>
</tr>
<tr>
<td>0.5</td>
<td>+10%*</td>
</tr>
<tr>
<td>0.4</td>
<td>0.3</td>
</tr>
<tr>
<td>0.2</td>
<td>0.1</td>
</tr>
</tbody>
</table>

The effect of GENENCARE® OSMS MI is inverse as the effects of aging on these parameters.

**Biomechanical properties of the skin measured by cutometer measurement results on face**

**Rate of elastic recovery to total deformation**

Ur/Uf

<table>
<thead>
<tr>
<th>Ur/Ue</th>
<th>Total skin deformation</th>
</tr>
</thead>
<tbody>
<tr>
<td>+11%*</td>
<td>-2.2%*</td>
</tr>
</tbody>
</table>

What this means for your beauty

**Improved elasticity means untroubled, younger skin with an improved glucose turnover and fewer external factors such as pollution.**

Healthier skin and more manageable, plus with an adaptability to the effects of stress and aging and ensure your look.

Activating daytime routine

“Mens sana in corpore sano” – a Roman saying that runs up the benefits of exercise on wellbeing. Regular exercise that keeps skin elastic and pores flexible is vital in stimulating the sense with fresh forgiveness ultimately helps us stay pangerm-in mind, body and spirit.

Healthier and more energetic, skin cells are better equipped to fight the effects of stress and ageing – and improve your look.

More sleep = better looking skin

Times and sleep deprivation are associated with facial features such as bagging under-eyes, secretion lines, red skin and swollen wrinkles

Skin-plumping rehydrating ingredients like Myo-Inositol help the skin to truly reflect the optimal amount of energy oxygen and water that protects them from the negative effects of oxidized sleep.

Caring nighttime routine

When we rest, our skin goes too. In right, skin cells focus on recovery from daily activities.

Myo-Inositol’s night care by myo-inositol inc the improve complex is a chemical and physical reaction that is visibly improved state