**Anti-pollution Beauty**

Consumers around the world are becoming highly concerned about the impact of pollution, and are even aware of the different kinds of pollutants that they face on a daily basis. Advances in technology are now allowing products to be anti-pollution, coming in new varieties, such as premature ageing. Beauty brands are in turn responding to this consumer need by standing new anti-pollution propositions or reworking the claims of existing products. For a consumer to protect their skin from pollution, it is necessary to protect their skin from pollution.

**Related Benefits**

- Skin vitality and health to prevent early ageing and condition with dull complexion.
- Describe their current skin condition?

A high percentage of respondents believe that their current skin condition is affected by pollution. Beauty brands are in turn responding to this consumer need by standing new anti-pollution propositions or reworking the claims of existing products.

**Anti-pollution Beauty is for Everyone**

A global concern: according to the WHO, air pollution is a bigger killer than tobacco. Even cities like Amsterdam regularly record PM2.5 levels at 100+.

**Types of pollution**

- Indoor pollution: Factors: PM2.5, dust, smoke, pollen, etc.
- Outdoor pollution: Factors: Factory emissions, vehicles, etc.

**Four Approaches to Anti-Pollution**

1. **Clean**
   - Benefits: Reduce dust, skin irritation.
   - Related claims: Cleansing, anti-acne, anti-blemishes.

2. **Protect**
   - Establish barrier against pollutants, extraneous aggressions, wild from polluted air, etc.
   - Related claims: Anti-ultra-violet, whitening.

3. **Repair**
   - Repair the harm or hurt in the skin brought by pollution, like reduce the wrinkles.
   - Related claims: Moisturizing, whitening, anti-blemishes, anti-darkening, anti-inflammation.

4. **Strengthen**
   - Heal the skin barrier, or improve self-recovery / anti-inflammatory function.
   - Related claims: Moisturizing, anti-aging, nourishing.

**Genencare OSMS PRO: The Next Protection**

Discuss the next level of protection for environmental pollution. GENENCARE® OSMS PRO is a complete combination of molecules and amino acids which help the skin by:

- Protecting against oxidative stress
- Contributing to skin detoxification
- Improving the skin barrier function

Osmolytes are molecules with the ability to manage water balance in cells. As a pure osmolyte complex, GENENCARE® OSMS PRO helps the osmolyte complex, GENENCARE® OSMS PRO helps the skin recover the energy. It is necessary to protect the skin from pollution.