

dsm-firmenich

PENTAVITIN®

PENTAVITIN® – the true hydration artist

The natural skincare ingredient that nourishes and moisturizes the skin and keeps it at its best

Every day, indoor and outdoor stress negatively affects the skin's natural hydration, causing it to dry out much faster. The key needs of skin exposed to urban stress are fast-acting and long-term hydration with targeted care for problem areas. Used daily, the skincare ingredient PENTAVITIN® provides powerful hydration to all

facial areas. Regular use of the natural skin bioactive PENTAVITIN® brings tired and dry skin back to life, giving consumers a confidence boost and a smile on their face. Consumer test panels confirm reduction in flakiness and itchiness caused by dry skin and skin becomes visibly smoother.

Product Features

- Inci name: Saccharide Isomerate
- 100% natural and plant derived
- Unique skin identical carbohydrate complex
- Binds to the skin like a magnet
- Preservative free
- Quasi Drug Additive Status Japan

Benefits

From head...

- Relieves itchy, flaky, dry skin, helping it to feel soft and smooth
- Instant hydration that lasts for up to 72 hours
- Strengthens the skin's natural defenses in preventing dehydration
- Rapid restoration of skin barrier function

...to toe

- Reduces unwanted effects of skin dryness caused by hand sanitizers
- 24-hour body calming
- Boosts skin hydration for 24 hour and even with frequent showering
- Takes skin from dry to normal just one hour after washing

...in a post-shower body moisturizer

- 275% more moisture after a single application
- Helps protect skin against dehydration
- Strong cumulative moisture recovery effect with repeated use of PENTAVITIN® – even after daily showering

...in a moisturizing soap bar

- Performs strongly in high pH conditions
- 24-hour moisture boost & lock
- Hydration booster of glycerin

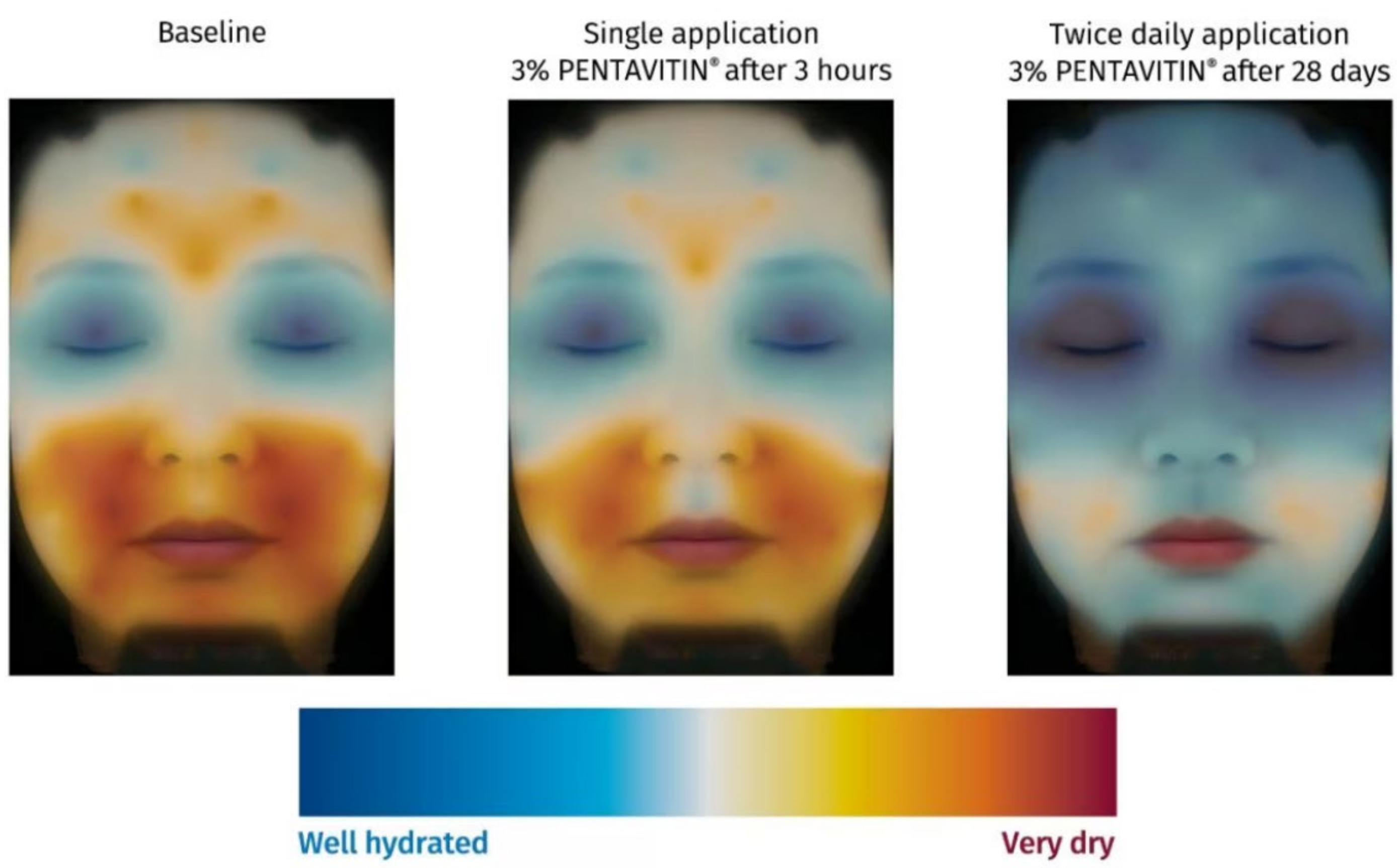
...in a shampoo

- Visible hydration power and sebum reduction for a healthy-looking scalp

Facial skin hydration color mapping – a revolution

At dsm-firmenich, we believe that single point measurements cannot describe the complexity of facial skin hydration properly. We therefore developed a new tool that enables us to visualize the hydration of facial skin. Hydration levels are measured at 30 different pre-defined points on the face, and a specific algorithm

is then used to translate them into detailed facial color maps. This particular mapping technology draws attention to skin areas with special hydration needs and thus helps meet consumer demands for effective hydration.



Three hours after single application of 3% PENTAVITIN® significant hydration boost of forehead, eye region and cheek area.

Mode of Action

Unique moisture magnet

Dry skin lacks water in the upper scaly layers, whilst the underlying layers are normally hydrated by the skin's internal moisturizing mechanism. The secret to resolving dry skin involves not only having enough moisture, but also keeping that moisture where it's

needed. Unlike other ingredients, PENTAVITIN® connects perfectly with the skin's surface layers and doesn't easily wash off, locking in moisture like a magnet. It also strengthens the skin's natural defenses and preventing further dehydration.

No more skin dryness after cleansing

PENTAVITIN®

No more skin dryness after cleansing!

CLINICALLY PROVEN AND SIGNIFICANT RESULTS IN SHOWER GEL/BODY WASH

AFTER JUST ONE USE

Immediate reinforced skin barrier

24 hours long lasting hydration

Skin moves from dry to normal

EVEN AFTER FREQUENT SHOWERING

Reinforced skin barrier

Post-shower dryness prevention

Optimum hydration

Scalp care and the role of moisturization

Self assessment

Consumers confirm efficacy

Scalp & hair improvements after 28 days

DSM Nutritional Products own study

PENTAVITIN® 0.2%	PENTAVITIN® 0.5%
<ul style="list-style-type: none"> 67% stated "my scalp feels itchy-free, soothed" 65% stated "my scalp feels fresh" 60% stated "my scalp feels hydrated and healthy" 	<ul style="list-style-type: none"> 70% stated "my scalp feels protected from external aggressions." 77% stated "my scalp looks healthy" 80% stated "my hair feels strong"

Your body needs just as much as love as your face to stay hydrated

Recent studies show that the skin on our hands, feet, legs, and scalp needs as much attention as our face to stay hydrated. The skin bioactive ingredient PENTAVITIN® has long been proven to

moisturize, restore, and protect skin against dehydration. New studies now demonstrate that it recovers moisture and prevents dryness all over the body.