The Evolution of Neways Skin Care

Science and Strategy

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The Evolution of Neways Skin Care

- Keep the best of our original skin care line
- Incorporate 10+ years of skin care science
- Stay true to our paradigm: safety-conscious formulas bereft of controversial ingredients
TrueTouch® Skin Care Concept

- Daily maintenance products
- Regimented and self-synergistic
- Complement our successful TrueTouch® Color Cosmetics line
TrueTouch® Desired Improvements

- Improved formula aesthetics
  - Product feel
  - Product odor
- Updated packaging
- Significant technology and ingredient upgrades without significant price increases
SOUNDS GREAT ON PAPER, BUT HOW COULD NEWAYS IMPROVE ON OUR CURRENT PRODUCTS???
TrueTouch® Skin Care Strategy

• Experience
  – Neways scientists have unique experience in working with non-traditional ingredients

• Ingredient advances
  – More, better functional botanicals are available than in the past
  – Older ingredients are better studied
TrueTouch® Skin Care Strategy

- Superior manufacturing capabilities
Why Target Skin Types?

- Original skin care line was type non-specific
- Products could bring almost all skin types to a normal, homeostatic state
- The target was large
- Multi-functionality came at the price of individual efficacy and time
Why Target Skin Types?

- Cannot control extrinsic factors such as where you live (environment) or genetic programming
- But we **can** target specific skin chemistries (types) for greater effect
Why Target Skin Types?

- Products targeted for skin types begin with a starting advantage
- Three specialized formulations increase efficiency and efficacy
- These products produce better results in a shorter period of time
Targeted delivery systems:

- Sun protection, moisture barrier, cleansers, etc.
- Vitamins, building block ingredients, extract components, nutritive ingredients, etc.
Continued focus on:

- Skin type maintenance and balance (homeostasis)
  - Products still drive skin to a homeostatic, moisturized, protected state
  - By segregating skin types, we are able to more perfectly specialize treatment
Keeping and Expanding Key Concepts

Greater emphasis on:

- Environmental protection
  - More important than ever
- Synergistic blends of ingredients
  - Drive efficacy of products
- Targeting individual needs
  - Each formula developed with specific benefits in mind
TrueTouch® Skin Care
Individual Products

Great ingredients make great products
Eye Makeup Remover - Duo Phase

- New Product Class
- Decyl Glucoside, a gentle, corn-based surfactant, gently cleanses oil away
- The combination of Cyclopentasiloxane and Isohexadecane help dissolve water-resistant makeup bases for easier removal
- Includes a phosphate buffering system to be gentle to eyes
- Blue phase is naturally tinted with copper sulfate
Kept from Milky Cleanser

- Decyl Glucoside: a gentle, corn-derived cleansing agent
- Aloe Juice for soothing
- Sodium PCA for skin moisturization

New Enhancements

- Sweet Almond Oil replaced with a specially formulated blend of Rose Hip Oil, Cocoa Butter, and Ethylhexyl Palmitate to moisturize without greasiness
- Sorbitol replaced with Glycerin for better skin hydration with less stickiness
- Silk amino acids and allantoin replaced with extracts of algae and mushrooms including Reishi, Maitake, and Shiitake; Vitamin E, and extracts of Centipeda, Centella, and Cat’s Claw (all for skin soothing action)
- Grape Seed Extract added for antioxidant content
Cleanser for Normal Skin

Kept from Extra Gentle
- Sodium Lauroamphoacetate and Cocamidopropyl Betaine: the principal cleansing agents for both formulas
- Skin conditioning extracts from Orange, Mango, Apricot, and Soapbark

New Enhancements
- Sodium Cocoyl Apple Amino Acids replaces Sodium Methyl Cocoyl Taurate as the complementary cleanser for greater conditioning with cleansing
- Disodium Sulfolaurate and Cocamidopropyl Hydroxysultaine added for balanced cleansing
- Specialized blend of extracts from Jewelweed, Aloe, Centipeda, Reishi mushroom, and Shiitake mushroom added to make this cleanser “super extra gentle”
Kept from 1st Impressions

- Cocamidopropyl Hydroxysultaine and Sodium Cocoyl Isethionate: the principal cleansing agents for both formulas
- Niacinamide for soothing
- Panthenol for skin moisturization
- Grapefruit Extract for skin conditioning

New Enhancements

- Sodium C14-16 Olefin Sulfonate and Disodium Cocoamphodiacetate replaced with lighter foaming and effective-but-gentle combination of Cocamidopropyl Betaine and Sodium Methyl Cocoyl Taurate
- Skin conditioners Honeysuckle, Yarrow, and Papaya extracts replaced with sebostatic extracts Horsetail, Nettle, and Watercress
Clarifier

• New Product Class
• The combination of Jojoba ester beads and bamboo particles provides gentle exfoliation to assist skin’s natural processes
• Ficus extract is a natural botanical that helps to gently exfoliate
• Betaine and Glycerin added to help protect moisture barrier
• Sodium Lauroyl Silk Amino Acids and Disodium Cocoamphodiacetate provide gentle foaming and cleansing action
• Potassium Olivoyl Hydrolyzed Wheat Protein provides stability to the product in the bottle, and conditioning benefit to the skin out of the bottle
Bio-Mist Hydrating Activator

Kept from Resurrection Bio-Mist

- Utilizes the same Haberlea Rhodopensis extract
- Beet root and Yeast extracts for moisturization
- Sodium PCA and Hydrolyzed Glycosaminoglycans for skin moisturization
- Witch Hazel extract for skin conditioning

New Enhancements

- Moisturizing mixture of Saccharide Hydrolysate, Magnesium Aspartate, and amino acids replace Raspberry extract
- Betaine and Urea added for additional moisturization
Kept from Retention Plus

- Hydrolyzed elastin for skin support
- Stearyl Glycyrrhetinate for soothing
- Stabilized forms of vitamins A and C

New Enhancements

- New serum base for better application and quicker absorption
- Ahnfeltia extract replaced with Rye Seed extract, which has clinical data to show it helps smooth the skin and reduce the appearance of wrinkles
- Grapeseed extract replaced with Ginseng and Jiaogulan extracts for antioxidant effect
- Phytosphingosine and Ceramide replaced with Maca Root extract and Walnut seed extract to provide skin nutrients
- Hydroxyethyl Urea included for added moisturization
Dual Action Eye Gel

Kept from Circles & Lines

- Hydrolyzed Elastin for structural support
- Hydrolyzed Lupine Protein to help reduce eye bag appearance
- Dipotassium Glycyrrhizate for soothing
- Glucosamine for soothing

New Enhancements

- Pea and bamboo extracts replace algae and yeast extracts for better efficacy
- Hydroxyethyl urea and aloe replace urea and glycosaminoglycans for better moisturization
- Saccharomyces extract replaces DPHP, Tall Oil Sterol, and Sodium Ascorbate for dark circle lightening
- Lysine Aspartate replaced with Siberian Ginseng for tightening effect
- Chlorella extract replaced with Rosemary, Hibiscus, White Tea, and Chinese Ginseng for skin conditioning effects
Brightening C Complex

- Anhydrous silicone polymer base gives a stable environment for product actives while providing unparalleled glide and spreadability
- Stabilized Vitamin C (Tetrahexyldecyl Ascorbate) provides blemish control and targeted antioxidant activity
- Vitamin C supported by additional Vitamins E and A
- Sunflower oil added for light skin conditioning
- Orange essential oil used as source of natural vitamin C and as the gentle fragrance to the product
Question: Does an SPF 70 sunscreen always protect better than an SPF 15 sunscreen?
What it is; How you use it

- UV protection is dependant on proper use of the formula
- Formulas vary with the dispersion, concentration, and identity of the active sunscreen
- Micronization vs. whitening
- Story: protected by an SPF 15; burnt by an SPF 70
Zinc Oxide Absorption Spectrum

UVA 400 nm - 315 nm
UVB 315 nm - 280 nm
UVC 280 nm - 100 nm
Kept from Skin Enhancer

- Liposomal plankton helps skin repair mechanisms
- Dimethicone provides soft feel with moisture barrier control
- Vitamins E and C provide combined antioxidant protection
- Aloe Juice soothes skin

New Enhancements

- SPF 15 Broad Spectrum Protection from Zinc Oxide
- Protective oil blend of Jojoba Oil, Sesame Oil, Avocado Oil, Meadowfoam Seed Oil, and Caprylic/Capric Triglycerides provide combined, synergistic moisturization in place of Rose Hip Oil
- Hydrolyzed Vegetable Protein, Acetyl Tyrosine, Proline, and ATP replace Soy Protein and Oxido Reductases for nutritive repair enhancement
- Walnut and Pea extracts replace Spirulina, Magnolia, and Rose extracts for skin conditioning
- Ergothionine replaced with Panthenol
Kept from Skin Enhancer
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New Enhancements
- SPF 15 Broad Spectrum Protection from Zinc Oxide
- Protective oil blend of Jojoba Oil, Avocado Oil, Meadowfoam Seed Oil, and Ethylhexyl Palmitate provide combined, synergistic moisturization in place of Rose Hip Oil
- Hydrolyzed Vegetable Protein, Acetyl Tyrosine, Proline, and ATP replace Soy Protein and Oxido Reductases for nutritive repair enhancement
- Walnut and Pea extracts replace Spirulina, Magnolia, and Rose extracts for skin conditioning
- Ergothionine replaced with Panthenol
- Pyridoxine Dicaprylate replaced with Pyridoxine HCl, Histidine HCl, RNA, and amino acids
- Potassium Olivoyl Hydrolyzed Wheat Protein, a natural emulsifier, replaces Sodium Stearoyl Lactylate for greater formula stability
Protect AM for Oily Skin

Kept from Skin Enhancer

• Liposomal plankton helps skin repair mechanisms
• Dimethicone provides soft feel with moisture barrier control
• Vitamins E and C provide combined antioxidant protection
• Aloe Juice soothes skin

New Enhancements

• SPF 15 Broad Spectrum Protection from Zinc Oxide
• Shea Butter replaces Rose Hip Oil to provide moisturization without additional oiliness
• Hydrolyzed Vegetable Protein, Acetyl Tyrosine, Proline, and ATP replace Soy Protein and Oxido Reductases for nutritive repair enhancement
• Walnut and Pea extracts replace Spirulina, Magnolia, and Rose extracts for skin conditioning
• Ergothionine replaced with Panthenol
• Pyridoxine Dicaprylate replaced with Pyridoxine HCl, Histidine HCl, RNA, and amino acids
• Potassium Olivoyl Hydrolyzed Wheat Protein, a natural emulsifier, replaces Sodium Stearoyl Lactylate for greater formula stability
Kept from Night Science

- Silky, silicone-based formula (dimethicone, cyclopentasiloxane)
- Dipotassium Glycyrrhizate for soothing

New Enhancements

- Anti-glycation factors
- Meadowfoam Seed Oil, Shea Butter, Pistachio Oil, Squalane, and Inca Inchi Oil provide combined, synergistic moisturization in place of Rose Hip Oil
- Sugar Beet Betaine replaces Saccharide Isomerate for moisturization
- Chestnut and sunflower extracts replace yeast and micrococcus extracts for skin conditioning
- Vitamins E and B5 replace retinol for antioxidant activity
- Potassium Olivoyl Hydrolyzed Wheat Protein, a natural emulsifier, replaces Sodium Stearoyl Lactylate for greater formula stability
EXPERIENCE IS THE KEY TO UNDERSTANDING...THINGS