

OXY-TREAT

In-Depth Oxygen Treatment
Deep Treatment with Specific Active Molecules

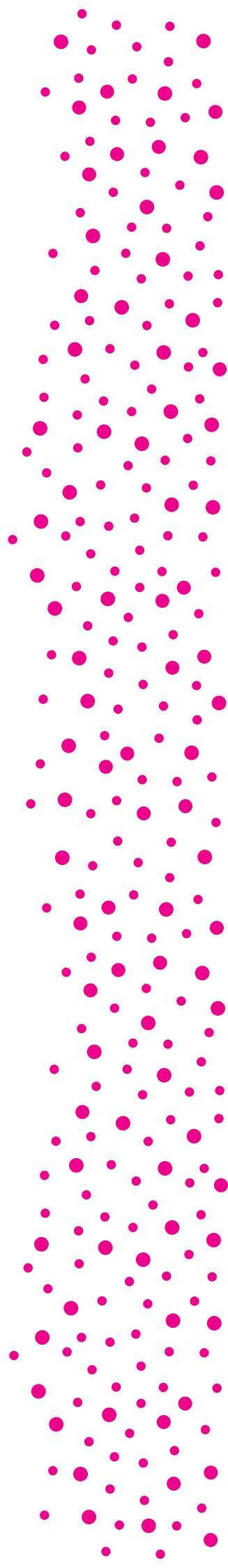
WORLDWIDE INNOVATION

DEEP.
POWERFUL.
EFFECTIVE.

Combined Formula Gel:
Oxygen + Specific Molecules in depth

Professional – For at home use

LABO
LABO COSPROPHAR





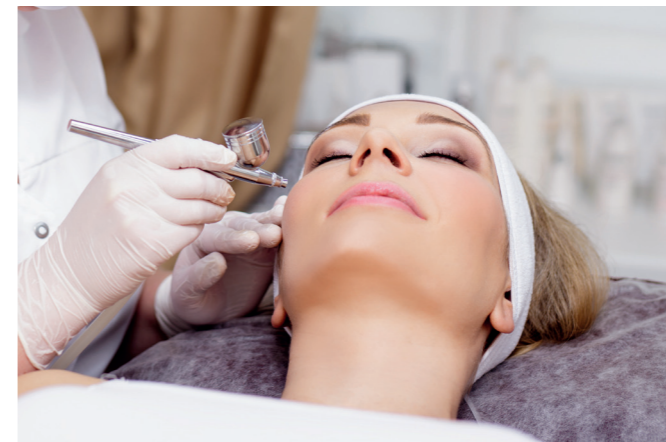
OXYGEN

As source of life: Oxygen is essential to life. To guarantee the cellular production of energy, all the tissues of the human body need a constant supply of oxygen.

In Aesthetic Medicine: The hyperbaric chamber used in medicine for therapeutic and regenerative reasons (severe burns, chronic ulcers, gangrene, carbon monoxide hypoxia) has entered the aesthetic medicine field for its ability to counteract many skin imperfections. Oxygen is inhaled and transported into the various tissues of the body, as well as brought in close contact with the skin where it penetrates deeply counteracting the skin aging.



In Aesthetic Clinics: Percutaneous oxygen infusion is carried out through a generator which transforms the air into oxygen by hyperbarizing it (i.e. pressure higher than the atmospheric pressure (1 bar). This kind of facial oxygen therapy can promote cutaneous cellular activity, improve skin brightness and stimulate microcirculation.



OXYGEN FOR LABO: the scientific breakthrough of Labo's Oxy-Treat

On the wave of regenerative medicine treatments, Labo has studied and developed an innovative process that matches highly penetrating and effective active oxygen with functional transdermic molecules.

OXY-TREAT

A cutting-edge innovation

An in-depth double treatment with oxygen

DEEP

POWERFUL

EFFECTIVE

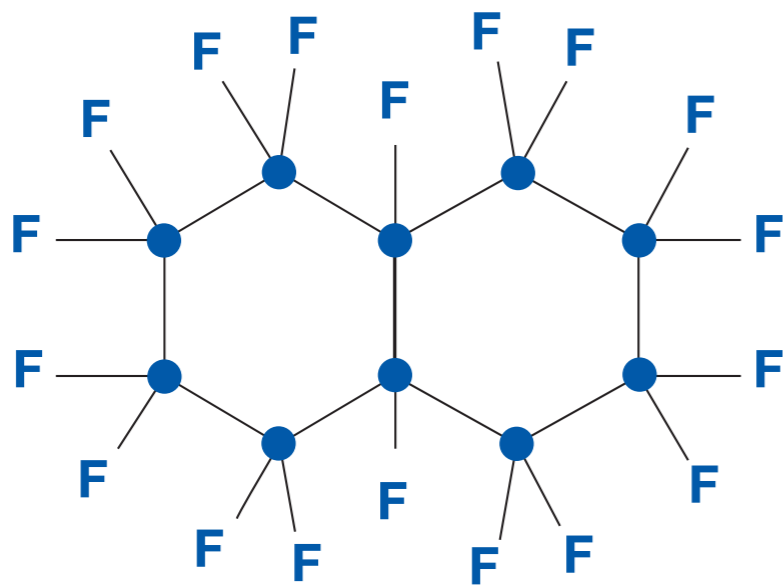
OXYGEN - HOW IT NORMALLY WORKS

From a chemical point of view, Perfluorocarbons (or PFCs) are compounds formed only by fluorine and carbon, hence the name Carbon-Fluorine Molecules. The carbon-fluorine bond is the strongest single bond in organic chemistry. These molecules are a sort of small cages capable of capturing oxygen from the environment and carrying it into the dermis where they will release it. They are inert molecules and are neither soluble in water nor in oil. They are stable and particularly volatile, with a high specific weight that allows them to be used in emulsions as a third phase.

When topically applied, perfluorocarbons bring oxygen to the skin site through a process known as passive diffusion. Passive diffusion takes advantage of the movement affinity of gases from the area of highest concentration to the area of lowest concentration, up to achieving a state of balance.

However, the PFCs included in Oxy-Treat are not simple perfluorocarbons. They are in fact, a particular type called "loaded".

The term "loaded" refers to the fact that, in addition to the quantity of oxygen that is captured from the surrounding environment, the new Oxy-Treat PFCs (Perfluorohexane, Perfluorodecalin, Perfluoromethylcyclopentane, Oxygen) have been loaded with an additional amount of molecular oxygen (O₂) which, therefore, considerably enriches the quantity of oxygen transported into the deep skin layers.



MECHANISM OF ACTION: Combined Formula

PERFLUORINATED MOLECULES O₂

"LOADED"

SPECIFIC FUNCTIONAL MOLECULES

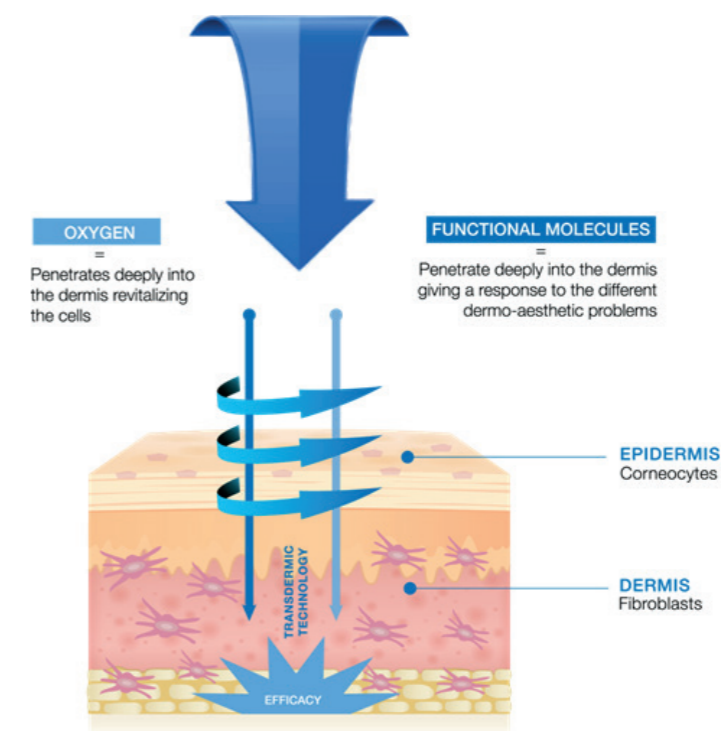
Perfluorohexane + O₂

Perfluorodecalin + O₂

Perfluoromethylcyclopentane + O₂

These are not simple perfluorocarbon molecules. On the contrary, they are a particular type of perfluorocarbons called "loaded": in addition to the quantity of oxygen that is captured from the surrounding environment, in fact, the new Oxy-Treat PFCs have been loaded with an additional amount of molecular oxygen (O₂) which, therefore, considerably enriches the quantity of oxygen transported into the deep skin layers.

The diagram aside represents OXY-TREAT double capability of deep penetration and action: on the one hand, oxygen penetrates transdermally thanks to the PFCs, while, on the other hand, functional transdermic molecules, specific for each type of treatment, penetrate and distribute themselves between epidermis and dermis responding effectively to the most common imperfections to which Oxy-Treat segments are dedicated.





OXY-TREAT: PREPARATIONS & PROTOCOLS

The Oxy-Treat treatments protocol is divided into 7 different segments, all including two types of preparations for two application steps: **Oxy-Treat Combined Formula Gel** with loaded active oxygen plus functional transdermic molecules (50 ml airless bottle) and **Fluid Finish**, a finishing emulsion for the maximum skin comfort (15 ml airless bottle).

The two preparations are combined in a box for a **14-day oxygen treatment**.

Maintenance Creams: each of the 7 Oxy-Treat segments has, in addition to the intensive treatment, the specific **Day Cream** and **Night Cream** that are formulated with the active ingredients corresponding to the specific segments.

Combined Formula Gel
Oxygen and Active Molecules

Fluid Finish
Finishing Emulsion

Maintenance Cream
Day Cream and Night Cream



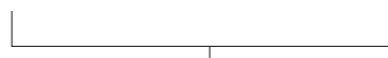
50 ml Dispenser



15 ml Dispenser



50 ml Dispenser



14-day Oxygen Treatment

WHY OXY-TREAT

In the dermis, oxygen rekindles metabolic processes and cellular activities making cells able to process the active ingredients typical of specific treatments in order to obtain greater benefits on the most felt problems related to skin imperfections:

WRINKLES

To counteract the facial wrinkles due to photo- and chrono-aging, and to expressive facial movements.

ANTI-AGE

To promote skin rejuvenation and metabolism stimulation.

FIRMNESS

To counteract the facial laxity and skin depressions.

DRY SENSITIVE SKIN

To fortify the dry skin, redness, cracking and desquamation.

CLARIFYING

To revitalize and illuminate the dull and opaque skin, and graysh complexion.

DARK SPOTS

Highly enlightening power on hyperpigmentation.

OILY SKIN

Sebum-regulating capacity on oily or mixed skin looking shiny and with dilated pores.

OXY-TREAT: THE SEGMENTS

LOADED O₂ PFC

SPECIFIC MOLECULES

WRINKLES

The oxygen stimulates the synthesis of proteins. It restores microcirculation. Skin appears firmer, visibly more relaxed and wrinkles are less visible.

Hydrolyzed Hyaluronic Acid
Retinyl Palmitate
Palmitoyl Tripeptide-5
SPECIFIC PATENT
ANTI-WRINKLE CH 694 954

ANTI-AGE

Oxygen stimulates the growth and the vitality of the new cells and reactivates the skin metabolism. This reactivation results in greater energy production which leads to the synthesis of all those molecules used by skin cells to grow, reproduce and perform specific tasks.

Carnosine
Ubiquinone
Melatonin
SPECIFIC PATENT
SKIN REJUVENATION CH 700 735

FIRMNESS

The supply of oxygen to the skin stimulates cellular turnover and promotes the regeneration of collagen and elastin with a reduction in skin sagging.

Hydrolyzed Collagen
Acetyl Tetrapeptide-2
Equisetum Arvense Leaf Extract
SPECIFIC PATENT
LIFTING CH 712 905

DRY SENSITIVE SKIN

Topical oxygen strengthens skin defenses and reduces skin irritations. Calming Effect. Recommended for the mitigation of chronic inflammatory condition.

Panthenol,
Piridoxyne
Hypericum Perforatum Leaf Extract
SPECIFIC PATENT
ELASTICIZING EFFICACY CH 693 818

CLARIFYING

Topical oxygen restores and improves skin microcirculation and activates epidermal cell turnover. To find a healthier, clearer and brighter skin.

Ellagic Acid
Arbutin
Glutathion
SPECIFIC PATENT
FOR THE INCREASE OF THE ACTIVITY OF A PHYTOEXTRACT WITH LIGHTENING ACTION CH 697 547

DARK SPOT

Thanks to its topical application, oxygen facilitate a lightening effect and a reduction of spots and skin discolorations.

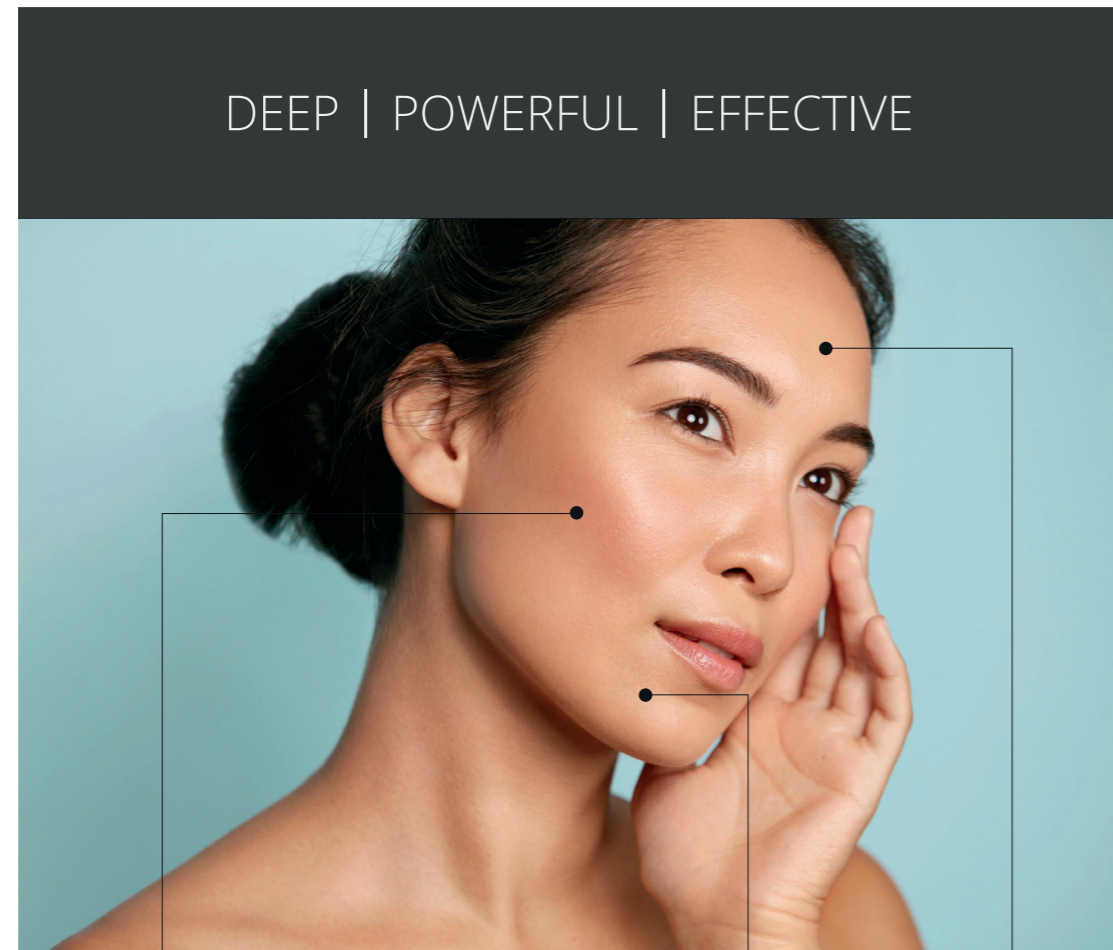
Kojic Acid
Sodium Ascorbyl Phosphate
Glycyrrhetic Acid
SPECIFIC PATENT
FOR THE INCREASE OF THE ACTIVITY OF A PHYTOEXTRACT WITH LIGHTENING ACTION CH 697 547

OILY SKIN

Skin oxygenation and the consequent cellular revitalization, allows the skin to respond positively to the agents responsible for the formation of impurities. Oxygen helps reducing inflammation and clearing blocked pores. It regularizes the seborrhea and it has an opacifying action.

Zinc PCA
Azelaic Acid
Thioctic Acid
SPECIFIC PATENT
FOR THE INCREASE OF THE ACTIVITY OF A PHYTOEXTRACT WITH PURIFYING ACTION CH 697 547

OXY-TREAT: THE BENEFITS



+ **160** %
OF OXYGEN

PFC
LOADED

FUNCTIONAL
TRANSDERMIC
MOLECULES

TRANSDERMIC
TECHNOLOGY

OXY-TREAT: THE BENEFITS

Thanks to Labo's patented **Transdermic Technology**, it is possible to test the quantity of PFCs that penetrates deeply into the skin layers conveying oxygen to the dermis. This way, oxygen can act on the skin generating countless benefits:

- Stimulates cell turnover with the consequent regeneration of the skin layers
- Increases cellular oxygenation
- Reactivates skin cell metabolism
- Promotes the activity of fibroblasts and stimulates them to produce collagen and elastin
- Improves skin microcirculation
- Counteracts the process of skin aging
- Restores skin tone and promotes skin rejuvenation
- Has an anti-inflammatory effect
- Reduces irritation
- Has an antibacterial effect
- Plays a detoxifying action
- Strengthens the skin defenses
- Has a marked lightening action

SELF-EVALUATION CLINICAL TEST to evaluate the efficacy of Oxy-Treat Face

All 7 Oxy-Treat segments were tested on a panel of **30 volunteers** each (210 women in total), selected according to the cutaneous problem to be treated. The volunteers applied the **Active Oxygen Gel** followed by the **Fluid Finish** for a period of 14 days, together with the Day and the Night Creams for the next 2 weeks after finishing the Intensive Treatment. The total period of the treatment was **30 days**, except for the Claryfing and the Dark Spots lines whose period of treatment was **60 days**.

The test based on 5 parameters and checks were done after, respectively, 7, 14 and 30/60 days.

OXY-TREAT WRINKLES			
QUESTIONS	% POSITIVE ANSWERS		
	T7	T14	T30
Do you think the treatment reduces the visibility of wrinkles?	70%	80%	90%
Do you think the treatment improves the skin smoothness?	87%	93%	100%
Do you think the skin looks more relaxed?	83%	90%	90%
Are you satisfied with the obtained effect after using the product?	90%	97%	100%
Would you recommend the use of the products due to their characteristics?	90%	97%	100%

OXY-TREAT ANTI-AGE			
QUESTIONS	% POSITIVE ANSWERS		
	T7	T14	T30
Do you think your skin looks younger?	73%	80%	87%
Do you think your skin looks healthier?	90%	93%	100%
Do you think the skin improves the skin elasticity?	90%	93%	100%
Are you satisfied with the obtained effect after using the product?	97%	100%	100%
Would you recommend the use of the products due to their characteristics?	100%	100%	100%

OXY-TREAT FIRMNESS			
QUESTIONS	% POSITIVE ANSWERS		
	T7	T14	T30
Do you think the treatment improves the skin firmness/tonicity?	93%	97%	100%
Do you think the products improves the skin elasticity?	93%	93%	100%
Do you think the products reduce the skin laxity?	73%	80%	90%
Are you satisfied with the obtained effect after using the product?	100%	100%	100%
Would you recommend the use of the products due to their characteristics?	97%	97%	100%

OXY-TREAT DRY SENSITIVE SKIN			
QUESTIONS	% POSITIVE ANSWERS		
	T7	T14	T30
Do you think the treatment give comfort to your sensitive skin?	97%	100%	100%
Do you think the use of the treatment improved redness and flaking?	83%	90%	93%
Do you think the treatment improves the skin hydration?	97%	97%	100%
Are you satisfied with the obtained effect after using the product?	97%	97%	100%
Would you recommend the use of the products due to their characteristics?	97%	97%	100%

OXY-TREAT CLARIFYING			
QUESTIONS	% POSITIVE ANSWERS		
	T7	T14	T60
Do you think the treatment improves the skin brightness?	90%	97%	100%
Do you think the treatment improves the dull and opaque skin?	90%	97%	100%
Do you think the treatment promotes more rosy complexion?	83%	93%	97%
Are you satisfied with the obtained effect after using the product?	93%	97%	100%
Would you recommend the use of the products due to their characteristics?	90%	97%	100%

OXY-TREAT DARK SPOTS			
QUESTIONS	% POSITIVE ANSWERS		
	T7	T14	T60
Do you think the treatment has a lightening effect of the skin blemishes (lighter tone)?	53%	80%	87%
Do you think the treatment reduces the visibility of face blemishes?	53%	77%	87%
Do you think the treatment unifies the complexion?	60%	83%	90%
Are you satisfied with the obtained effect after using the product?	60%	87%	90%
Would you recommend the use of the products due to their characteristics?	90%	97%	100%

OXY-TREAT OILY SKIN			
QUESTIONS	% POSITIVE ANSWERS		
	T7	T14	T30
Do you think the treatment reduces the excessive sebum visibility on the skin?	93%	97%	100%
Do you think the treatment makes your skin less shiny?	53%	77%	87%
Do you think the treatment smooths the skin?	90%	93%	100%
Are you satisfied with the obtained effect after using the product?	97%	100%	100%
Would you recommend the use of the products due to their characteristics?	100%	100%	100%

CONCLUSION:

Oxy-Treat Face proved to be super effective treating many skin problems due to cutaneous physiology and chrono-ageing thanks mainly to the Active Oxygen.

POS MATERIALS

POS material

7 types of Gel free samples (plastic vials + cardboard)

7 types of Day cream sachets (2 ml)



POS material

Consumer leaflet

Shelf Talkers





Transdermic Technology
Brevetto Svizzero N° CH 711 466

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OXY-TREAT