

MERCK



ADE TO

HARMONIZE

RONACARE® BALMANCE

Rona

THE FEEL-GOOD FACTOR FOR SENSITIVE AND STRESSED SKIN

RONACARE® BALMANCE

Looking good is never easy if you're not feeling good – inside and out. One of the most important indications on the outside of how you're feeling on the inside comes from the skin. Sensitive and problematic skin can be highly reactive to many factors, environmental or endogenous ones. RonaCare® Balmance quickly restores harmony to the skin, providing relief in the short term, peace of mind in the long term, and that you look as good as you feel.

FEEL GOOD, LOOK GOOD

Skin problems – typically the result of physical, chemical, psychological, or hormonal influences – can affect up to 40% of the world's population, so in developing RonaCare® Balmance our key priority was to ensure all of the ingredients' intrinsic benefits are carefully conserved in production.

RONACARE® BALMANCE WORKS ON TWO LEVELS

- › How skin looks: it reduces the skin's susceptibility to redness, roughness, and itching (even resulting from external influences such as surfactants)
- › How skin feels: it helps suppress skin irritation, not only providing effective relief in the here and now, but also minimizing the risk of imbalanced skin condition in the long term

WHY RONACARE® BALMANCE IS DIFFERENT

- › Unique production method, delivering the full spectrum of a powerful natural solution
- › Titrated and adjusted content of key biomarker (feruloyl-serotonin)
- › Unique scientific approach toward stabilizing and balancing sensitive and problematic skin
- › Proven mode of action (multiple impacts on inflammation pathways)
- › Addresses proven link (*in vivo*) between skin benefits and impacted biomarkers

**Making the best out
of a natural ingredient
thanks to unique
production method –
enabling enrichment
of a key active to
harmonize skin**

CALMING WORDS

Claim suggestions considering the power of this product:

- › Skin comfort stabilizer
- › Fast skin relief
- › Skin-calming/skin-balancing
- › For sensitive/problematic/reactive/stressed skin
- › Supports feel-good skin conditions
- › Minimizes risk of chronic imbalance
- › Balances the skin defenses



SOURCE OF INSPIRATION

Achieving harmony in the skin means producing ingredients as nature intended. After all, nature's solutions work best if the full goodness of the ingredients can be retained in the final product.

THE RONACARE® BALMANCE DIFFERENCE:

- › Unique production method
- › Optimized content of key biomarker feruloyl-serotonin - firstly available within cosmetics with such composition
- › Identified and proven mode of action (multiple impacts on inflammation pathways)

CAREFUL EXTRACTION AND PRODUCTION

Our source of inspiration for RonaCare® Balmance is the cornflower (*centaurea cyanus*) from the magnificent meadows of France. The extracted ingredient that makes the key difference for skin balance is feruloyl-serotonin, sometimes also called moschamine.

The unique production method used for RonaCare® Balmance is based on a complex, multi-stage extraction process, under sustainable considerations.

APPLICATION SUGGESTIONS

RonaCare® Balmance can be recommended for use in a variety of products applied to the skin:

- › Skin care products such as face creams and body lotions
- › Products aimed at consumers with sensitive skin or problematic conditions resulting in redness, dry skin, and rough skin
- › Dermocosmetic products

USING AND MIXING

- › Beige powder, dispersible e.g. in propylene glycol
- › Recommended use level: 1 - 3%

A COMFORTING SOLUTION

The effects of RonaCare® Balmance were tested versus a placebo on hypersensitive skin over a 14-day period. To test the new product, an emulsion containing 1% RonaCare® Balmance was used.

Test areas: untreated/not stressed; untreated/stressed, placebo emulsion (o/w), test emulsion with RonaCare® Balmance (1%)

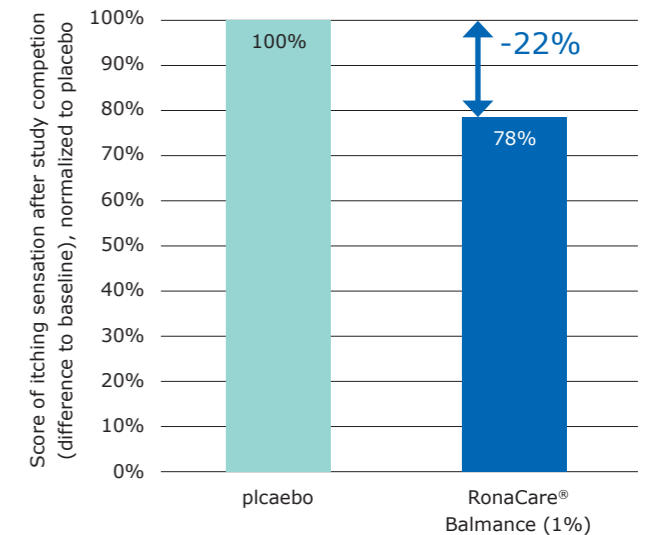
Protocol: 7-day pre-treatment with application of test product, followed by 7-day surfactant stress (wash stress) combined with product treatment. Assessment evaluation of itching sensation (1-10 scoring).

Results: During the 2nd week of the study, the wash stress induced a high increase of the itching

sensation in the untreated/stressed skin area. Treatment with RonaCare® Balmance 1% significantly prevented this increase and was more effective than placebo in doing so.

PROVEN IMPACT AT THE BIOLOGICAL LEVEL

After the two-week *in vivo* study, a non-invasive skin analysis was conducted *in vitro* - using suction blister sampling - to investigate the impacted biomarkers. IFN- α 2, an interesting biomarker involved in some skin itching conditions (e.g. psoriasis) was shown to be significantly decreased in the presence of RonaCare® Balmance 1%. Further biomarkers involved in inflammation were shown to be positively impacted as well.



22% reduction in itchiness sensation compared to a placebo treatment



ORDERING INFORMATION

| NAME | INCI | PACKAGE SIZE | ITEM NO.: |
|-----------------------|--|---------------------|-----------|
| RonaCare® Balmance | Maltodextrin, Centaurea Cyanus Flower Extract | 50 g (sample), 1 kg | 132376 |

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For more information, please contact: cosmetic@merckgroup.com

THE FEEL-GOOD FACTOR FOR SENSITIVE AND STRESSED SKIN

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