

David Delport, Global Head of Education, REN Clean Skincare
Bio-protection from polluting nanoparticles

1. Have you identified market and regional differences in pollution concerns, and what's the key angle that makes consumers care?

Outside of Asia the product needed to call out additional benefits in order to encourage repeat use (hydration, hair protection, smoothing results). A key angle has been linking pollution to pigmentation concerns and visible skin irritation, as well as finishing skin post makeup.

2. How do you stabilize 10 % vit C in your aqueous based product 3 of 360 pollution?

Flash Rinse 1 Minute Facial encapsulates vit c in a silica/Glyceride matrix to keep it stable and fresh. It is not an aqueous product.

3. How will REN approach the new legislation changes that will not allow claims free from?

We are currently consulting with UL legal on the matter

4. Have you done any in vivo tests regarding anti-pollution? Like the cigarette smoke test with measuring the pollutants on skin.

Oxidative Stress – The treatment of cell cultures with FLASH DEFENCE ANTI-POLLUTION MIST has protected cell culture against the toxic effects of oxidative stress, by preserving cell viability.

Environmental Stress, Inflammatory Stress, Photo Induced Stress - The treatment of cell cultures with FLASH DEFENCE ANTI-POLLUTION MIST has protected cell culture against the toxic effect of heavy metals, inflammatory agents and UV rays, by preserving cell viability and cell metabolism.