

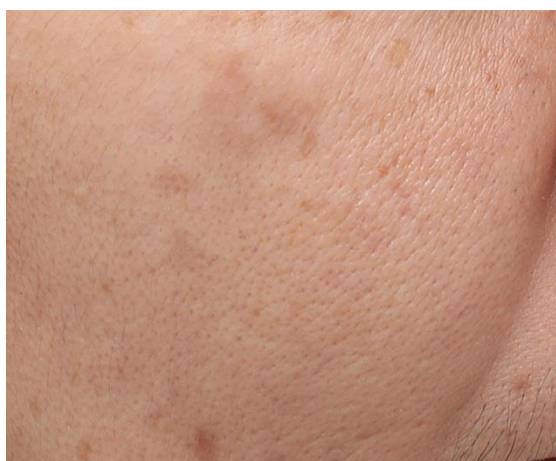
## Sederma unveils a new approach to pollution defence

With their new ingredient Citystem™, Sederma is expanding the conversation around the adverse effects of pollution on skin. The new active ingredient is designed to fight against visible and invisible pollution damage to the skin. This natural active ingredient provides a new approach to pollution's effects on skin, with proven results including:

- Protection of skin cells from the penetration of pollutants,
- Removal and neutralisation of toxic oxidant species,
- Strengthening of the skin barrier,
- Repair of cell metabolism.

Furthermore, Citystem™ is proven to provide instant and long term cosmetic benefits through consumer and clinical studies. After four weeks, skin grain is refined, the complexion looks radiant and purified and skin feels soft and smooth. An instant overall improvement of skin appearance was also observed in study with 100 volunteers after only one application of a cosmetic containing Citystem™ for 10-15 minutes. Almost 80% of them found their skin had long-lasting moisturisation and a healthy glow, while 84% of them felt their skin was still refreshed the next morning.

Additionally, to further the fight against pollution, Citystem™ is developed from Sederma's eco-designed HTN™ plant cell culture process. It also complies with the Chinese regulation for cosmetic ingredients.



T0



T4 weeks

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