

FILORGA
MEDICAL

NEW RANGE
OF FILORGA PEELS

CHEMICAL PEELS

A LOW-VALUE MARKET

GLOBAL AESTHETIC MARKET	EST. GLOBAL REVENUES IN 2011 (\$MM)	SEGMENT RATIO	CAGR 2011-2016
NEUROMODULATORS	1,074.7	22%	13.7%
FILLERS	993.8	20%	8.8%
BREAST IMPLANTS	888.1	18%	7.5%
PHOTOTHERAPY	818.3	17%	8.5%
SKIN TIGHTENING AND BODY SHAPING	400.5	8%	12.6%
PHYSICIAN-DISPENSED COSMECEUTICALS	394.7	8%	12.1%
PHYSICIAN-DISPENSED EYELASH PRODUCTS	174.0	4%	25.9%
LIPOSUCTION	54.1	1%	2.2%
CHEMICAL PEELS	52.2	1%	4.9%
MICRODERMABRASION	39.0	1%	6.2%
TOTAL	\$4.889.3	100%	10.8%

- SOURCES: Medical Insight, Inc. "Global Aesthetic Market IX Research Report April 2011", "Facial Injectables Report July 2011", "Skin Rejuvenation Report, November 2011"

BUT AN ESSENTIAL MARKET IN THE MEDICAL PRACTICE

	WEIGHTED TOTAL	MED. ESTH 38%	DERMATOLOG ISTS 53%	SURGERY 9%
SUPERFICIAL PEEL	54	54	62	8
HYALURONIC ACID INJECTIONS	49	59	41	49
LASER HAIR REMOVAL	39	35	47	10
BOTULINUM TOXIN INJECTION	34	54	17	55
MEDIUM PEEL	34	44	30	18
VASCULAR LASER	32	17	46	13
IPL	20	27	17	8
PIGMENT LASER	20	19	22	8
MESOTHERAPY	18	37	5	9
POLYMER INJECTION	17	25	8	39
MICRODERMABRASION	16	25	9	21
IONTOPHORESIS	15	2	26	2
DEEP PEEL	12	16	7	25
LASER RESURFACING	12	17	6	34
THREADING TECHNIQUE	10	10	2	12
LED	7	7	7	2

PEELS, THE OLDEST AESTHETIC PROCEDURE

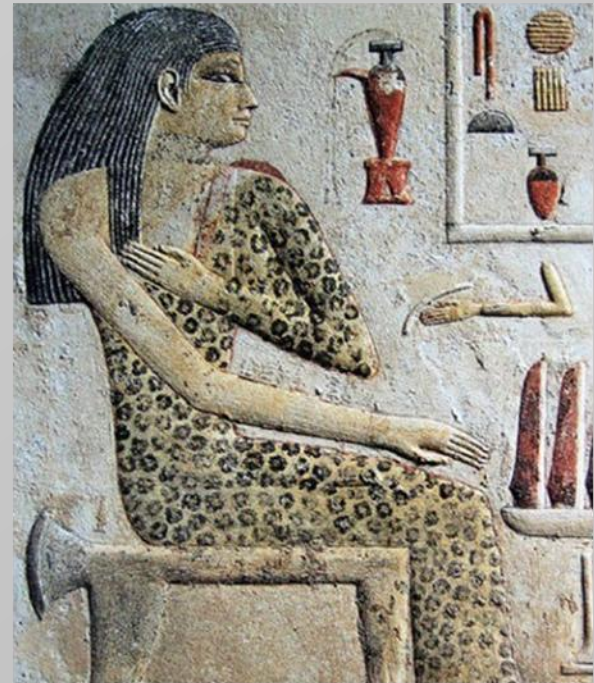
Skin exfoliation was already practised by the Egyptians, Greeks and Romans.

This ancient method has not been replaced by more modern methods (such as lasers, which are most costly)

Peels have been diversified and perfected, and combined with other methods to treat skin ageing

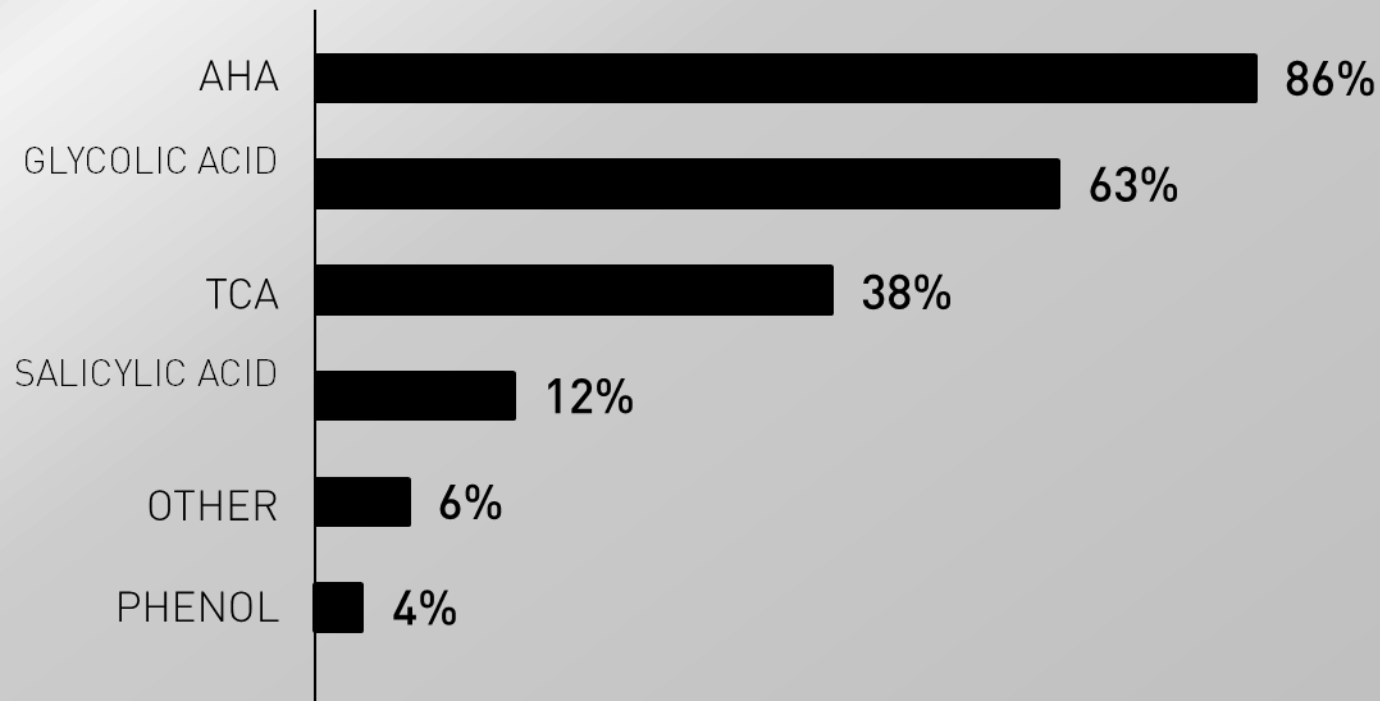
Superficial and AHA peels became very popular in the 1990s

> A variety of formulas on the market



TYPES OF CHEMICAL PEELS

TYPES OF CHEMICAL PEELS USED IN DERMATOLOGICAL PROCEDURES



CHEMICAL PEEL EXPECTATIONS



EFFECTIVENESS

Looking for an effective and visible radiance-boosting, complexion-smoothing, anti-fine line, anti-dark spot and perfecting solution...

To be used on its own or in combination with other medical techniques to enhance results.

TOLERANCE

An effective solution that is well tolerated, pain-free and simple to use.

HOWEVER, FINDING THE RIGHT BALANCE BETWEEN EFFECTIVENESS AND TOLERANCE IS NOT EASY

THE COMPETITORS

NEOSTRATA

Superficial peels containing pure glycolic acid to target skin renewal



MENE & MOY

Containing glycolic acid + penetration and smoothing factors for targeted treatments + 1 TCA reference



THE COMPETITORS

DERMACEUTIC

Wide range of superficial and medium peels combining several acids for single-dose targeted treatments



ENERPEEL

Wide range of superficial and medium peels combining several acids for single-dose targeted treatments



FILORGA
MEDICAL

THE FILORGA
SOLUTION |

A DIFFERENTIATING PRODUCT OFFERING

A UNIQUE CONCEPT:

A CAREFULLY CHOSEN DUO OF ACTIVE INGREDIENTS TO
OPTIMISE TOLERANCE AND EFFICACY

CAREFULLY CHOSEN ACID → SPECIFIC TREATMENT



GLUCONOLACTONE → OPTIMISED TOLERANCE

MANDELIC ACID

Keratolytic / Good tolerance

GLYCOLIC ACID

Keratolytic / Turnover stimulation

PHYTIC ACID

Tyrosinase inhibitor

CITRIC ACID

Tyrosinase inhibitor, surface whitening action

POLYHYDROXY ACID OBTAINED
FROM GLUCOSE

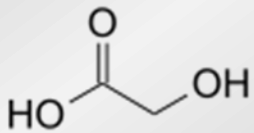
KERATOLYTIC ACTION

as affective as AHAs

MOISTURISING AND ANTI-OXIDANT

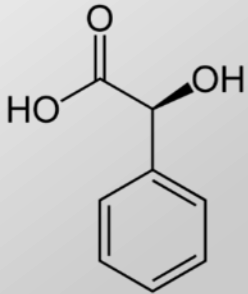
tolerated better

SPECIFIC ACIDS



GLYCOLIC ACID

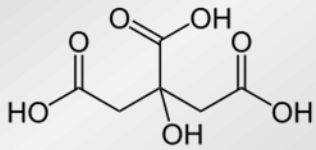
Glycolic acid (or hydroxyacetic acid) is the smallest of the α -hydroxy acids (AHA). It is obtained from extract of sugar cane, beetroot or grape. This acid is widely used, penetrates easily and is recognised for its effective keratolytic properties and stimulation on cell turnover.



MANDELIC ACID

Mandelic acid is an AHA extracted from bitter almond. Mandelic acid molecules are larger than those of conventional AHAs: instead of penetrating deep-down like other smaller AHAs, mandelic acid remains on the skin's surface where it finds the target cells. This reduces the risk of irritating the deeper skin layers and makes mandelic acid a very gentle AHA. Mandelic acid is currently the only AHA known to have antibacterial properties. It helps to reduce the spread of bacteria responsible for inflamed spots, and is therefore an ideal ingredient for acne-prone skin.

SPECIFIC ACIDS

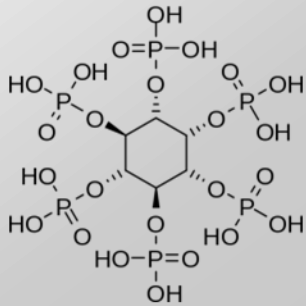


CITRIC ACID

Citric acid is an AHA of chemical formula $C_6H_8O_7$.

It is central to the metabolism of all living organisms and is named after one of its main ingredients: lemon. It is a tyrosinase inhibitor and has surface whitening properties

It is commonly used as a radiance-booster and is a pH stabiliser

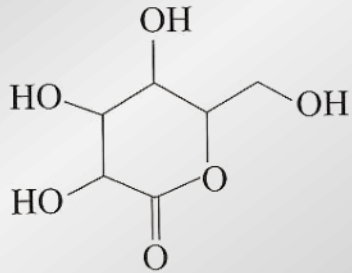


PHYTIC ACID

Phytic acid or IP6 is a molecule of the molecular formula $C_6H_{18}O_{24}P_6$ which is mainly found in different cereal grains (oat, wheat, barley) and other edible seeds. Phytic acid is a tyrosinase inhibitor (enzyme that inhibits melanogenesis), an anti-oxidant and an anti-inflammatory. It is used in particular to treat hyperpigmentation.

GLUCONOLACTONE

ACTIVE INGREDIENT TOLERANCE PROFILE



Gluconolactone is a cyclic poly-hydroxyester obtained from a natural and physiological sugar: glucose.

Glucose oxidation gives rise to gluconic acid, which in an aqueous solution, is transformed by chemical balance into gluconolactone (PHA)

OPTIMISED TOLERANCE

The lipophile cyclic structure of gluconolactone allows it to penetrate into the skin more slowly producing a more gradual keratolytic and keratoregulating effect.

It causes less irritation and is better tolerated* than AHAs. It is suitable for people with sensitive skin.

GLUCONOLACTONE (PHA)	GLYCOLIC ACID (AHA)
<p>CYCLIZED STRUCTURE</p>	<p>LINEAR STRUCTURE</p>
EFFECTIVENESS	+++
TOLERANCE	+++
EFFECTIVENESS	+++
TOLERANCE	+

GLUCONOLACTONE

A COMPREHENSIVE MOLECULE

A COMPREHENSIVE MOLECULE DUE TO ITS MULTIPLE PROPERTIES

- Can be used on sensitive skin (1)
- Improves the barrier function of the stratum corneum does not alter water loss, reduces erythema
- Does not cause photosensitivity and has photoprotective properties(3)
- Targets all signs of ageing and is comparable with glycolic acid: Smoothing action, keratolytic (4)
- Anti-oxidant properties comparable with vitamin C and alpha-Tocopherol (5)
- Matifies and regulates sebum levels. It reduces seborrhea thanks to its lipophile cyclized structure (6)
- Action on pores and skin texture: It unclogs and tightens pores, cleanses and purifies the skin, refines and smoothes skin texture
- Effective against retentional and inflammatory acne lesions (6)
- Moisturising properties. Retains 3 times more water / Glycolic acid – lactic acid. Greater hygroscopic power

COMBINED WITH OTHER ACTIVE INGREDIENTS, IT REINFORCES THE THERAPEUTIC EFFECT, IMPROVES TOLERANCE AND THE OVERALL RESULT.

[1] Bergfeld WF, Remzi BK, Green B, Patel P, Ravas R: *An Evaluation of the Gluconolactone Sensitive Skin Care Products. Amer Acad of Derm Poster Exhibit: Orlando, February, 1998* / [2] Berardesca E, Distante F, Vignoli GP, Oresajo C, Green B: *Alpha hydroxyacids modulate stratum corneum barrier function. British J Dermatol 1997; 137:934-938* / [3] Green BA, Edison BL, Wildnauer RH. *Polyhydroxyacids (PHAs) provide conditioning effects to skin without increasing sensitivity to UV light. Amer Acad of Derm Poster Exhibit: New Orleans, March, 2002* / [4] Edison BL, Green BA, Wildnauer RH, Sigler ML. *A polyhydroxy acid skin care regimen provides antiaging effects comparable to an alpha-hydroxyacid regimen. Cutis 2004; 73(suppl 2):14-17* / [5] Bernstein EF, Green B, Edison B, Wildnauer R: *Poly Hydroxy Acids (PHAs): Clinical Uses for the Next Generation of Hydroxy Acids. Supplement to Skin & Aging. September 2001; 9:4-11* / [6] A comparative study of gluconolactone versus Benzoyl Peroxide in the treatment of acne. *Hunt MJ, Barnetson R. Australas J. Dermatol 1992; 33: 131-134. 131-134.*

FILORGA
MEDICAL

FILORGA
CHEMICAL PEELS

A TAILORED SOLUTION

LIGHT PEEL

FINE LINES
RADIANCE



SENSITIVE SKIN

-
-
- PEEL COMPLEX 20%
-
- MANDELIC ACID
-
- GLUCONOLACTONE
-
- pH ≈ 3
-
-

TIME PEEL

WRINKLES
FIRMNESS



NORMAL SKIN

-
-
- PEEL COMPLEX 50%
-
- GLYCOLIC ACID
-
- GLUCONOLACTONE
-
- pH ≈ 1
-
-

BRIGHT PEEL

DARK SPOTS
RADIANCE



NORMAL SKIN

-
-
- PEEL COMPLEX 50%
-
- PHYTIC, CITRIC, GLYCOLIC ACID
-
- GLUCONOLACTONE
-
- pH ≈ 1,5
-
-

A TAILORED SOLUTION

LIGHT PEEL

FINE LINES
RADIANCE



SENSITIVE SKIN

-
- PEEL COMPLEX 20%
-
- MANDELIC ACID
-
- GLUCONOLACTONE
-
- pH ≈ 3
-
-

TIME PEEL

WRINKLES
FIRMNESS



NORMAL SKIN

-
- PEEL COMPLEX 50%
-
- GLYCOLIC ACID
-
- GLUCONOLACTONE
-
- pH ≈ 1
-
-

BRIGHT PEEL

DARK SPOTS
RADIANCE



NORMAL SKIN

-
- PEEL COMPLEX 50%
-
- PHYTIC, CITRIC, GLYCOLIC ACID
-
- GLUCONOLACTONE
-
- pH ≈ 1,5
-
-

PROFESSIONAL (INSTITUTE)
AND MEDICAL USE

MEDICAL
USE ONLY

A TAILORED SOLUTION

LIGHT PEEL

FINE LINES
RADIANCE



SENSITIVE SKIN

-
-
- PEEL COMPLEX 20%
-
- MANDELIC ACID
-
- GLUCONOLACTONE
-
- pH ≈ 3
-
-

TIME PEEL

WRINKLES
FIRMNESS



NORMAL SKIN

-
-
- PEEL COMPLEX 50%
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- GLYCOLIC ACID
-
- GLUCONOLACTONE
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- pH ≈ 1
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BRIGHT PEEL

DARK SPOTS
RADIANCE



NORMAL SKIN

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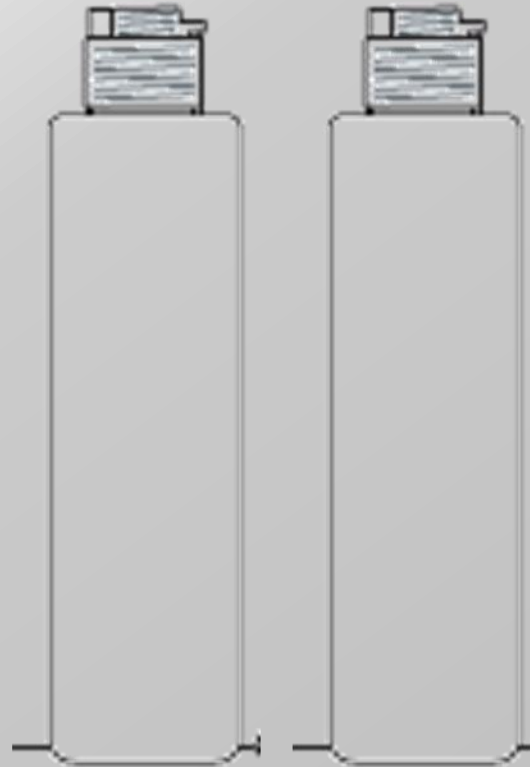
REGULATORY COSMETIC
STATUS

COMPLEMENTARY PRE- & POST-PEELS

PRE- PEEL

GLUCONOLACTONE
Prepares the skin and
lowers the skin's pH

pH \approx 4



POST- PEEL

SODIUM BICARBONATE
Neutralises the action of acids
DEXTRAN SULFATE
Soothes and decongests

pH \approx 8

A SIMPLE PROTOCOL CLINICALLY TESTED

CLINICALLY TESTED PROTOCOL 4 SESSIONS, TWO WEEKS APART

Step 1: Preparation of the skin

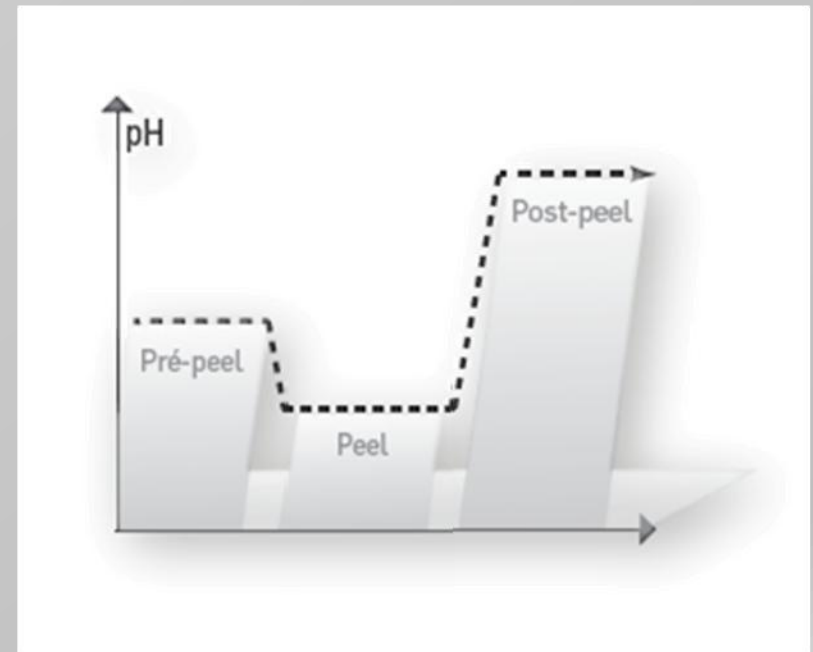
Application of the PRE PEEL uniformly to the area to be treated using a cotton pad or a compress in order to balance the skin pH.

Step 2: Application of the chemical peel

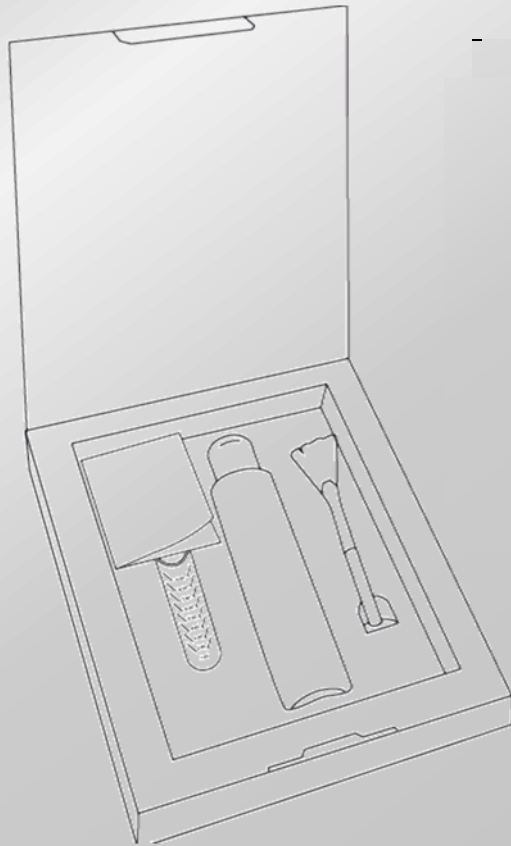
Pour 2.5 to 3ml of FILORGA peel solution into the dispenser tube. Apply the peel solution using a brush over the entire area to be treated. Leave on for 3 minutes.

Step 3: Neutralisation

Apply FILORGA POST PEEL using a cotton pad or a compress. Rinse with water.



MARKET-SPECIFIC PACKAGING



CHEMICAL PEEL GIFT BOX

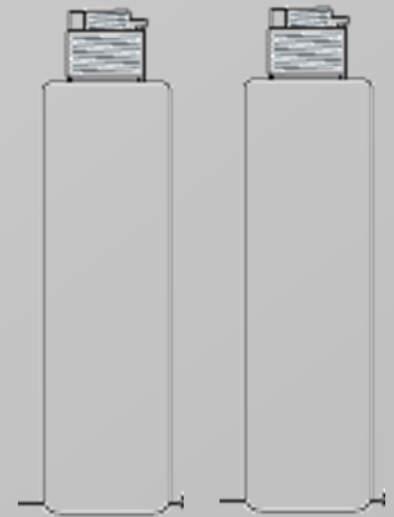
100ML CHEMICAL PEEL BOTTLE

- + Dosing tube
- + Brush
- + Instructions

SOLD SEPARATELY

3 GIFT BOX PRODUCT
REFERENCES

- LIGHT PEEL
- TIME PEEL
- BRIGHT PEEL



100 ML PRE-PEEL BOTTLE
100 ML POST-PEEL BOTTLE

FILORGA
MEDICAL

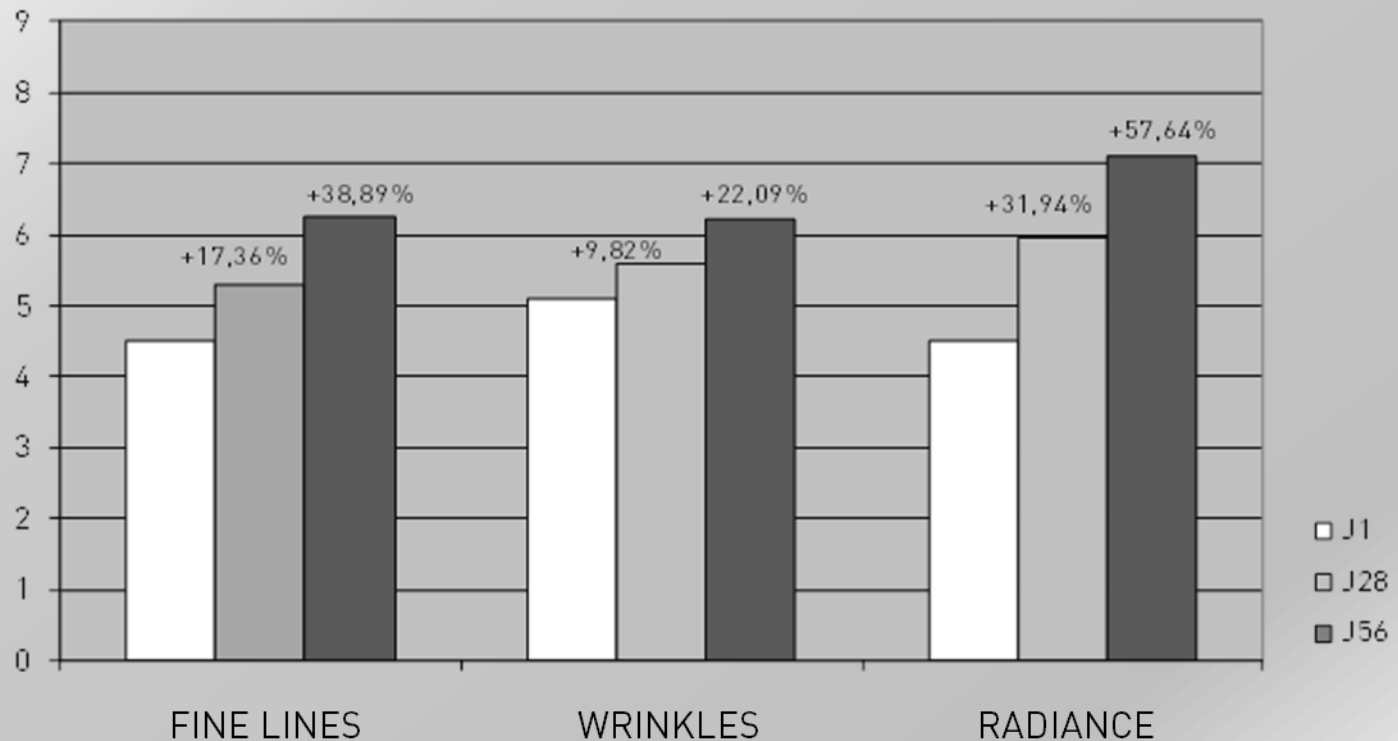
PRODUCTS THAT ARE
PROVEN TO WORK

LIGHT PEEL

FINE LINES - RADIANCE

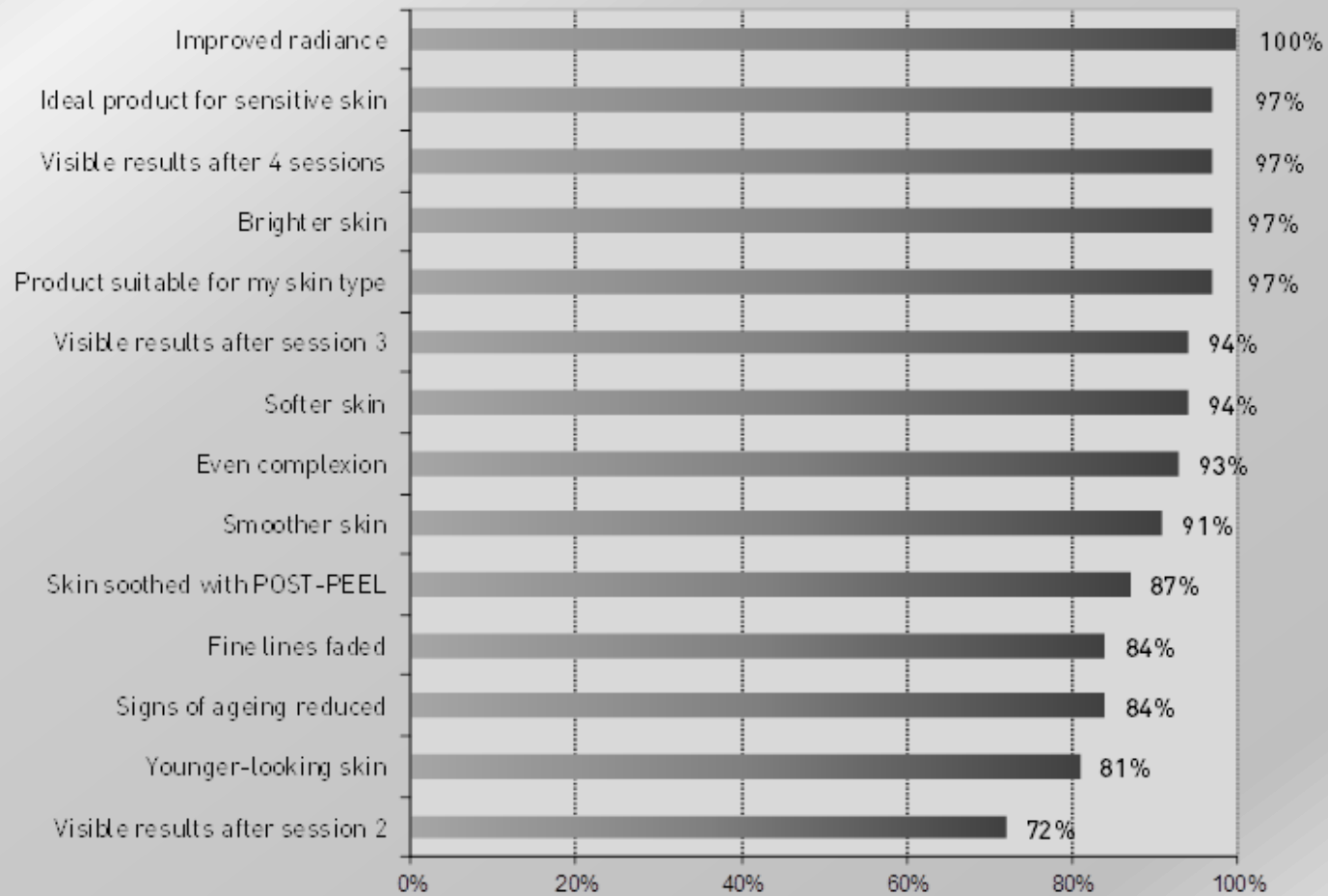
PROTOCOL

32 volunteers, average age 47 years with crow's feet and sensitive skin. 4 sessions, 2 weeks apart. Self-assessment of the volunteers from D28 to D56 according to a scale.



LIGHT PEEL

FINE LINES - RADIANCE



LIGHT PEEL

FINE LINES - RADIANCE

97% OF VOLUNTEERS LIKED THE PRODUCT

30/32 OF VOLUNTEERS WOULD LIKE TO REPEAT THIS TYPE OF PEEL AT A DERMATOLOGIST'S

TOLERANCE TRIAL FINDINGS

BY THE DERMATOLOGIST

No intolerance reaction occurred during the trial. Temporary and localised redness was observed on one volunteer and was deemed acceptable by the dermatologist and the volunteer.

BY THE VOLUNTEERS

No feeling of discomfort was reported.

SIGNIFICANT REDUCTION IN FINE LINES + IMPROVED RADIANCE

IMPROVED RADIANCE	100 %
BRIGHTER SKIN	97 %
IDEAL FOR SENSITIVE SKIN	97 %
FINE LINES REDUCED	84 %

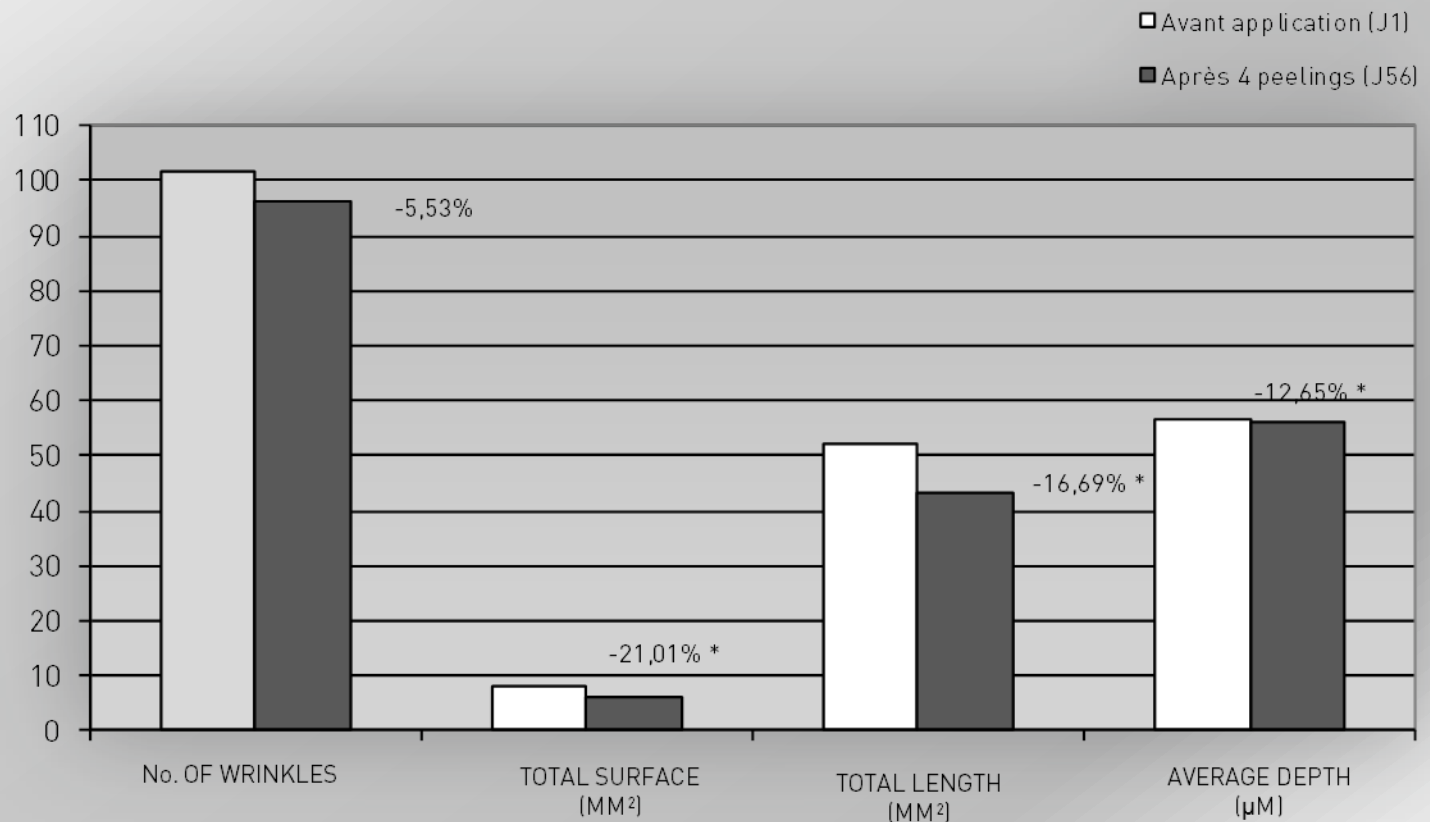


TIME PEEL

WRINKLES - FIRMNESS

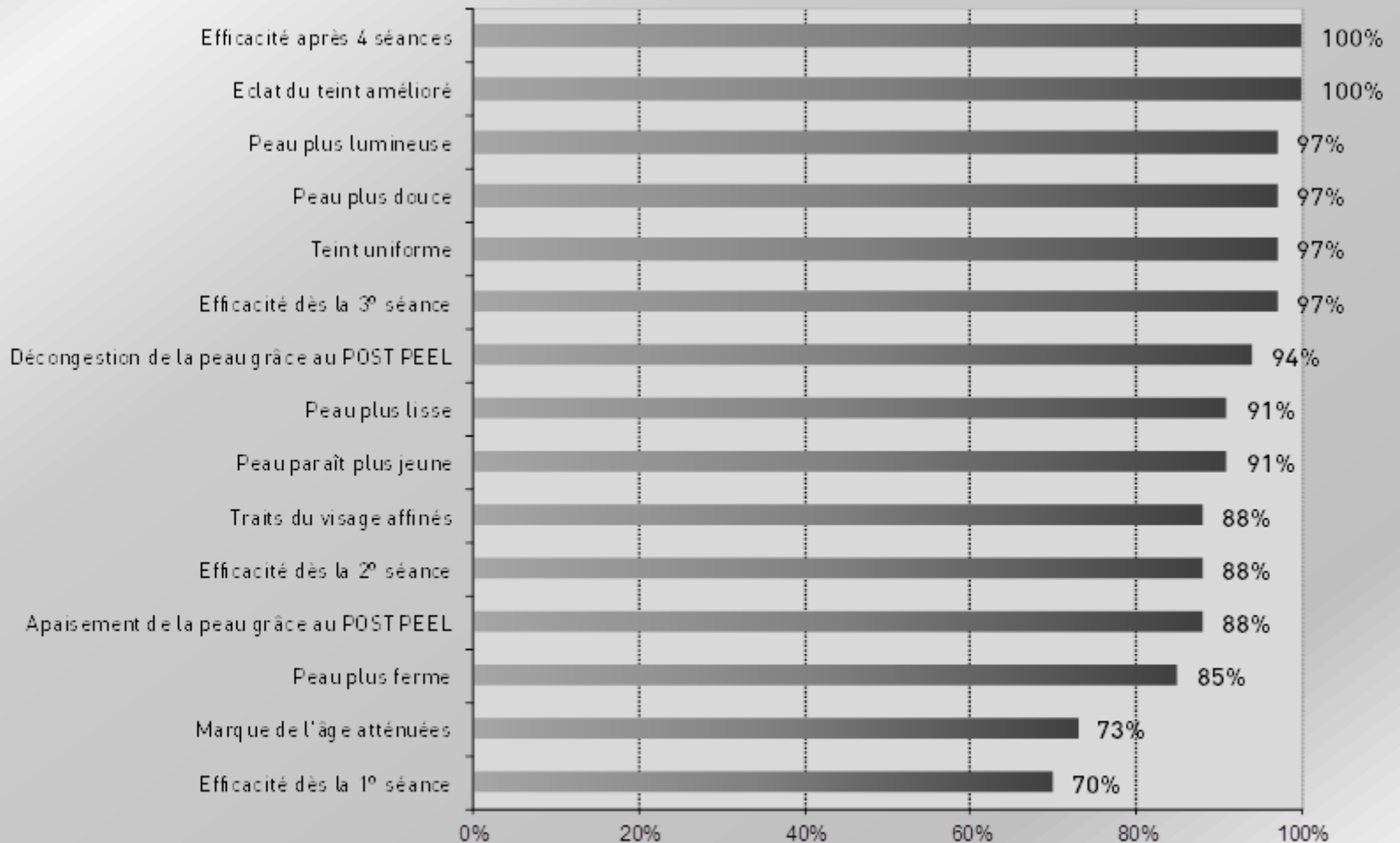
PROTOCOL

33 volunteers, of an average age of 56 presenting with moderate to very marked crow's feet wrinkles
Anti-wrinkle potential assessed on D56. 4 sessions, 2 weeks apart. Impressions taken by the dermatologist



TIME PEEL

WRINKLES - FIRMNESS



TIME PEEL

WRINKLES - FIRMNESS

97% OF VOLUNTEERS LIKED THE PRODUCT

29/33 OF VOLUNTEERS WOULD LIKE TO REPEAT THIS TYPE OF PEEL AT A DERMATOLOGIST'S

ANALYSIS BY THE DERMATOLOGIST

Feelings of discomfort and/or one-off erythematous or papular reactions, localised and temporary, were observed during chemical peels in 14 out of 33 volunteers. These reactions were deemed acceptable given the category of the product.

Comparable effectiveness with a better tolerance compared with a 65% glycolic acid + 5% Gluconolactone chemical peel

SIGNIFICANT REDUCTION IN WRINKLES AND IMPROVED FIRMNESS

IMPROVED RADIANCE	100 %
YOUNGER-LOOKING SKIN	91 %
SMOOTHER SKIN	91 %
FIRMER SKIN	85 %



BRIGHT PEEL

DARK SPOTS - RADIANCE

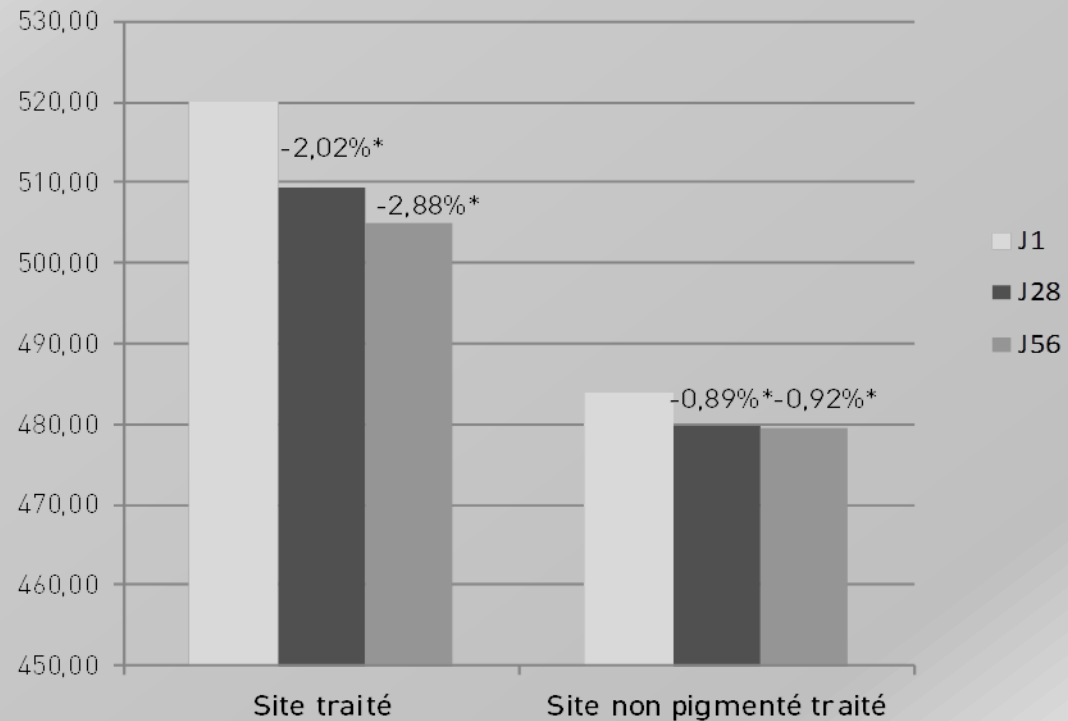
PROTOCOL

41 volunteers – average age of 47. 23 actinic lentigines, 18 melasmas.

Chemical peel application every 14 days. 4 application sessions. Assessment of the depigmenting effect on D28 and D56
Mexametric measurements taken by the dermatologist - Mexameter MX16

MELANIN INDEX:

**VOLUNTEERS
WITH LENTIGINES**



BRIGHT PEEL

DARK SPOTS - RADIANCE

PROTOCOL

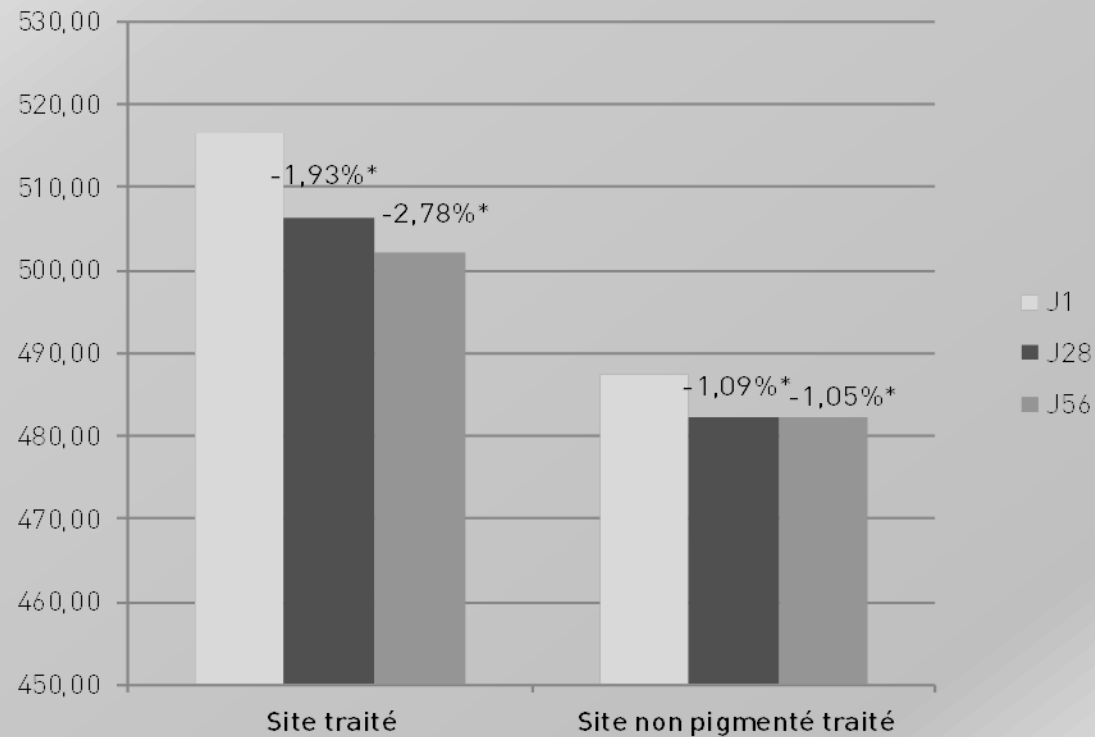
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Mexametric measurements taken by the dermatologist - Mexameter MX16

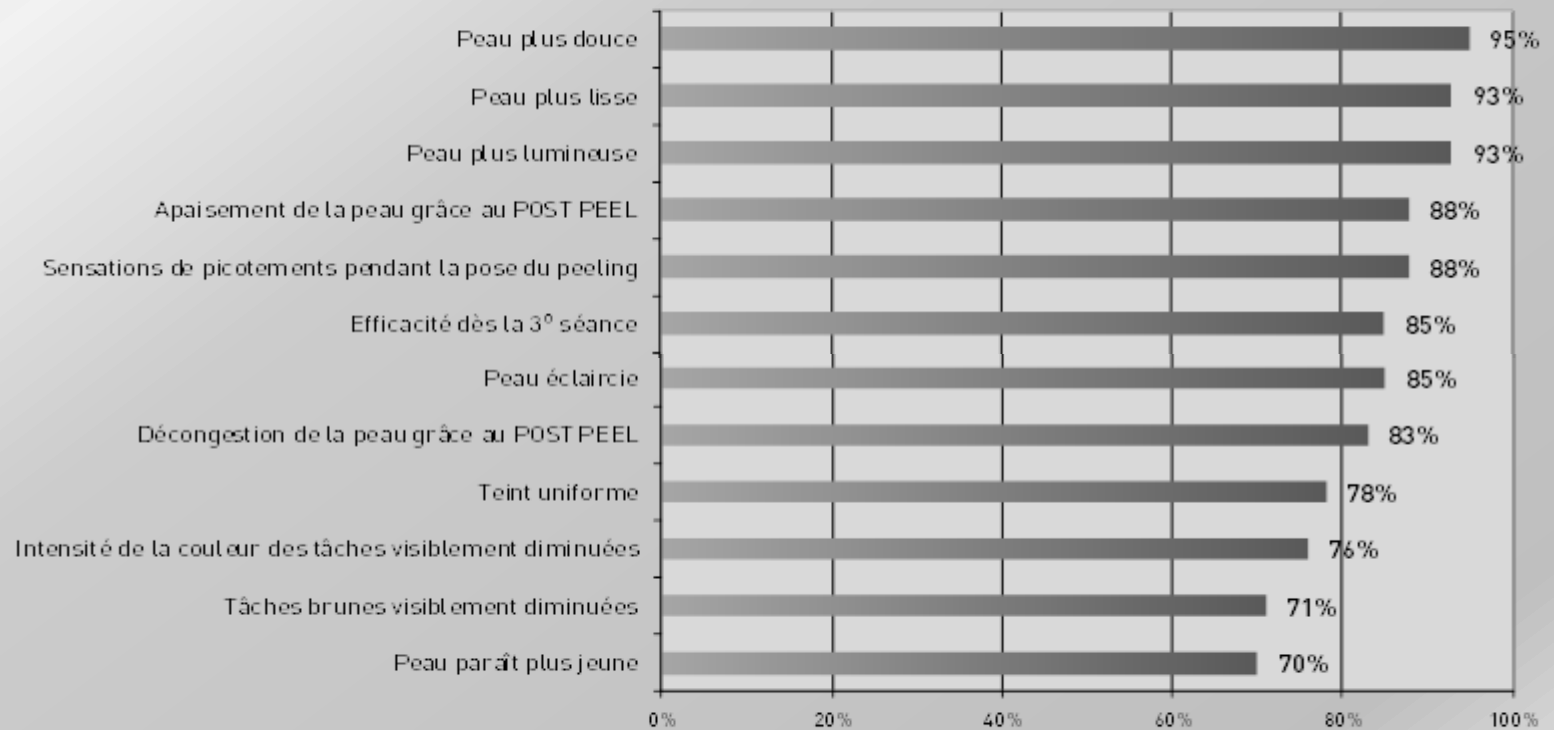
MELANIN INDEX:

**VOLUNTEERS
WITH MELASMA**



BRIGHT PEEL

DARK SPOTS - RADIANCE



BRIGHT PEEL

DARK SPOTS - RADIANCE

88% OF VOLUNTEERS LIKED THE PRODUCT

36/41 OF VOLUNTEERS WOULD LIKE TO REPEAT THIS TYPE OF PEEL AT A DERMATOLOGIST'S

TOLERANCE TRIAL FINDINGS

Feelings of discomfort and/or one-off erythematous reactions, localised and temporary, were observed after application of the chemical peels in 9 out of 41 volunteers.

These reactions were deemed acceptable given the category of the product.

SIGNIFICANT REDUCTION IN BROWN AGE SPOTS

BRIGHTER SKIN	93%
SMOOTHER SKIN	93%
BRIGHTER SKIN	85%
EVEN COMPLEXION	78%



FILORGA
MEDICAL

DIFFERENCIATION
VS GLYKOPEEL

NEW PEELS VERSUS GLYKOPEEL

EFFECTIVENESS

NEW ACTIVE INGREDIENTS FOR TARGET TREATMENTS

- LIGHT PEEL: Anti-fine lines, radiance, for sensitive skin due to mandelic acid
- TIME PEEL: Anti-wrinkle and firmness due to glycolic acid
- BRIGHT PEEL: Anti-dark spots and radiance due to phytic and citric acids

AN EFFECTIVENESS PROVEN IN CLINICAL TRIALS

TOLERANCE

IMPROVED TOLERANCE DUE TO THE ADDITION OF GLUCONOLACTONE.

PACKAGING

LARGER CONTAINERS AND PRODUCTS SOLD SEPARATELY

Allowing each individual doctor to adjust the quantities according to specific use.



FILORGA
MEDICAL

AVAILABILITY OF
PEEL RANGE

STOCK AVAILABILITY DATE

LIGHT PEEL

FINE LINES
RADIANCE



SENSITIVE SKIN

-
- PEEL COMPLEX 20%
-
- MANDELIC ACID
-
- GLUCONOLACTONE
-
- pH ≈ 3
-

+ PRE-PEEL & POST-PEEL

TIME PEEL

WRINKLES
FIRMNESS



NORMAL SKIN

-
- PEEL COMPLEX 50%
-
- GLYCOLIC ACID
-
- GLUCONOLACTONE
-
- pH ≈ 1
-

BRIGHT PEEL

DARK SPOTS
RADIANCE



NORMAL SKIN

-
- PEEL COMPLEX 50%
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- PHYTIC, CITRIC, GLYCOLIC ACID
-
- GLUCONOLACTONE
-
- pH ≈ 1,5
-

OCTOBER

DECEMBER

APRIL